

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



...Associated with...
the NORTHWESTERN
MILLER

FEBRUARY

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Can you measure up?

A wee bit short, don't you think? Stretching won't increase this little man's height . . . nor will standing tip-toe. Tommy is just too short.

Make sure that *your* baked goods measure up. More and more American women are demanding . . . and getting . . . bakery products with *taste-appeal* . . . that real deep-down good flavor.

International's "Bakery-Proved"® Flours, backed by more than 55 years of milling know-how, will help your products pass the taste test with flying colors.

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*20 Great Mills
Producing 95,000 Cwt. Daily*

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS 1, MINNESOTA



Fresh Flavor



White to dark—a type for every purpose
... Also RY-BLEN-DO—a blend of Pillsbury's
choice Rye Flours and strongest Northwest
Clear.

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

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If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

Pillsbury's Rye Flours

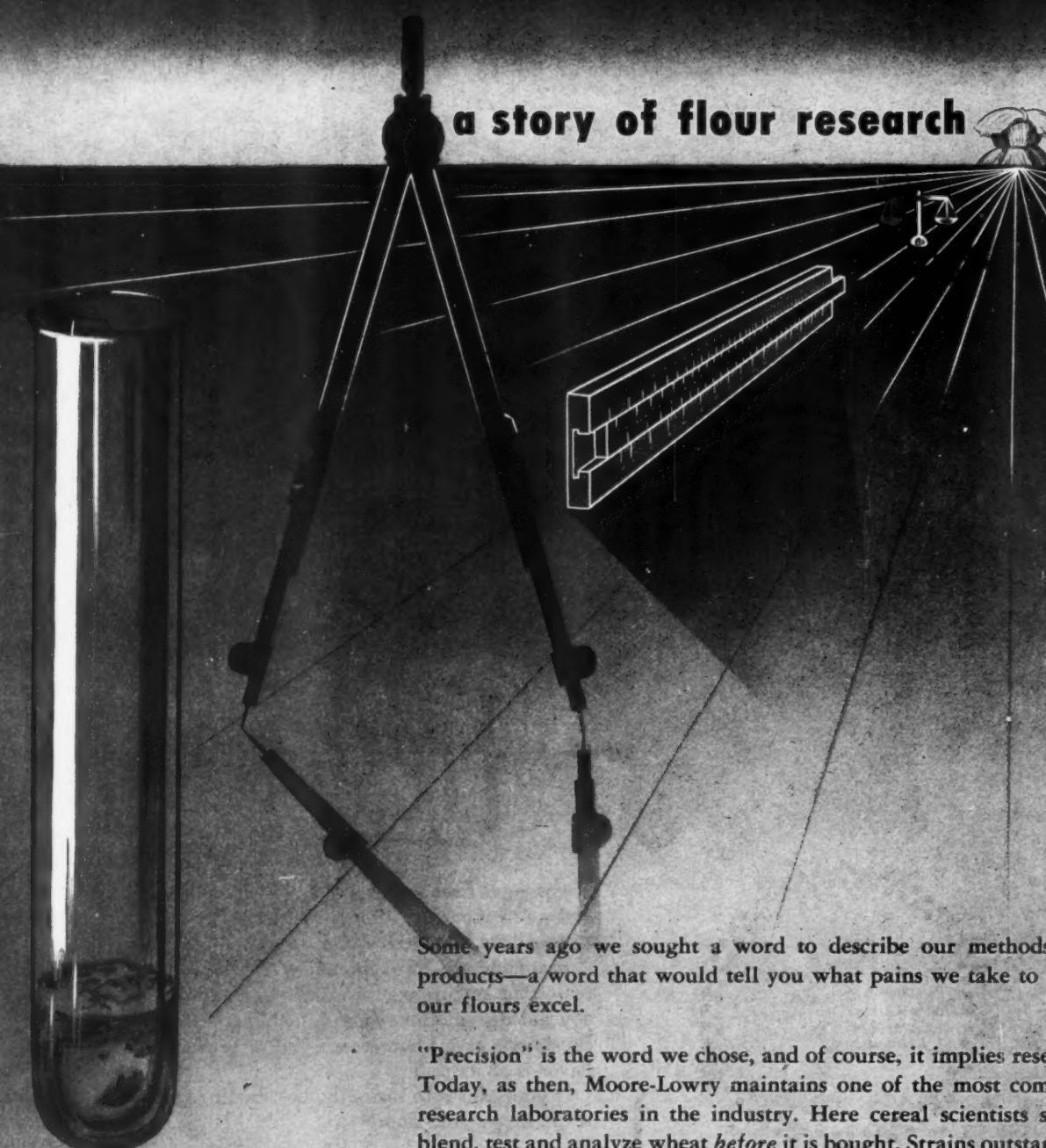
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General Offices:

Minneapolis 2, Minn.

PRECISION...

a story of flour research



Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.

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Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

In flour



"It's the Wheat—plus intelligent milling" has been the slogan of the Montana Flour Mills Company for over a generation.

In the milling of SAPPHIRE, JUDITH, ISIS and GOLD CROSS flours there has been the advantage of on-the-spot selection of Montana wheat made available to our several mills. And with the application of intelligent milling and strict laboratory control we have developed flours of such quality and uniformity that they have become famous among commercial bakers in every state of the Union.

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FAMILY FLOUR

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CRACKER FLOUR

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

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RYE**

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.

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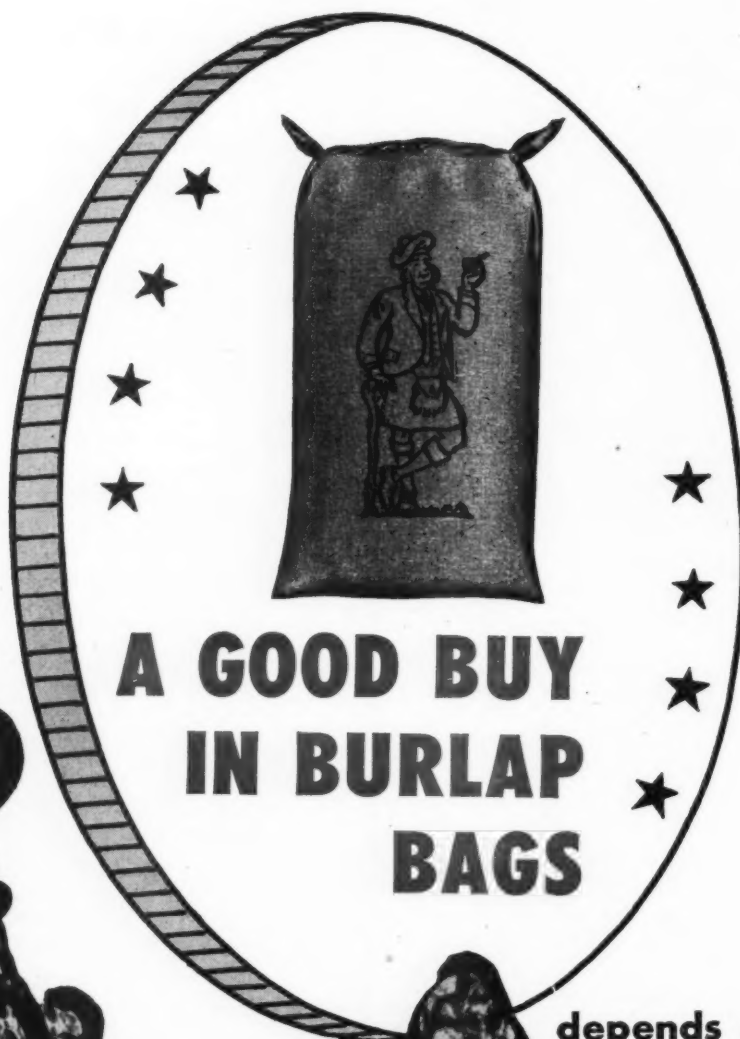
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The Northwestern Miller Feedstuffs
Milling Production



**depends on quality
of the goods, the
workmanship and the
service of the supplier**

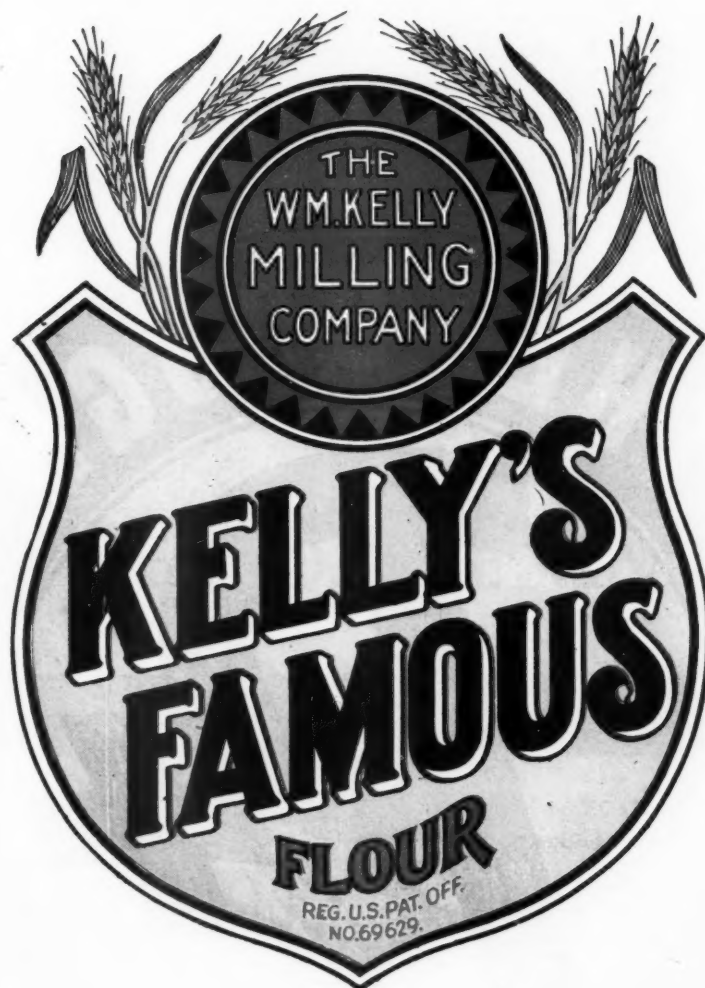
You can always depend on the quality of Bemis Burlap Bags . . . whether made from Angus which only Bemis imports or from one of the standard grades. Producers and users alike accept Bemis' grading of Indian burlap as the standard for the industry.

Bemis has the capacity for any size order. The facilities of 16 plants and 15 additional sales offices assure a dependable source of supply and prompt service. Check with Bemis for a good buy in burlap bags.

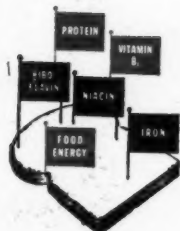


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Close to Shore . . .



When market trends become uncertain, wise bakers buy only a little ahead of their needs. Wise bakers, too, know that they can avoid any flour quality risk by buying KELLY'S FAMOUS. This superb flour never disappointed a baker yet on price or quality.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

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Grain Storage 1,000,000 Bus.



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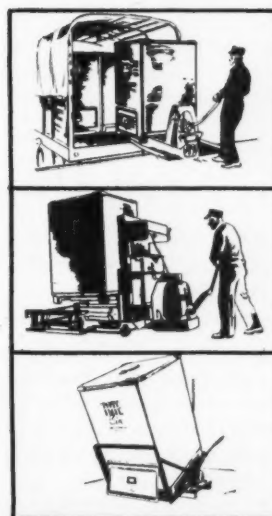


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THE FRED D. PFENING CO.
C O L U M B U S , O H I O



as distributor of TOTE System equipment
for the milling and baking industry.



Patents applied for on ALL TOTE System equipment

TOTE System, Inc., is pleased to have The Fred D. Pfening Co. as its distributor to THE BAKING INDUSTRY and is confident that this fine organization will conscientiously and effectively serve the baking world.

The personnel of the Pfening organization will make contact with the Industry as rapidly as their expanding staff will permit and in the meantime your inquiries are solicited.

Both TOTE and TOTE System, Reg. U.S. Pat. off.

700 South Seventh.

Beatrice, Nebr.,

U.S.A.

C. 1950

Manufacturers of Bulk Materials Handling Equipment



... you always choose quality

There's a world of difference between beating the African bush for lions and shooting squirrels from a limb of the old oak in the south pasture. That's why expert marksmen will tell you that it's mighty important to choose the *right* rifle for the *right* job!

In our own field, it's just as important to choose the right *flour* for the right *baking* job. That's why the huge Commander-Larabee organization of scientists, millers and buyers are important to *you*. Baking experts like yourself have come to rely on the consistent quality and uniform performance of every one of the family of fine flours produced by this great team. Each Commander-Larabee flour is precision-milled to its own individual baking characteristics . . . to satisfy *your* particular baking needs.

Ask your Commander-Larabee representative about the right flour for *your* baking job. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour!

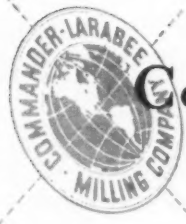
.300 CALIBER — uses belted cartridge of English design. Used for very heavy game. Has fast level trajectory and long range.

.270 CALIBER — used for mountain and prairie big game because of long range and flat trajectory.

.30-06 CALIBER — an all-purpose big game rifle. Has been used to hunt and kill every type of American big game.

.30-30 CALIBER — the commonest game rifle in use. Uses slow-speed cartridge with less range than above guns.

.25-20 CALIBER — never used for big game hunting. Used for pests, rodents, target shooting, etc.



Commander-Larabee Milling Company

GENERAL OFFICES
MINNEAPOLIS

COMMANDER MILLING CO.
THE LARABEE FLOUR MILLS CO.
BUFFALO FLOUR MILLS CORP.

• MINNEAPOLIS
• KANSAS CITY
• BUFFALO

Editorial . . .

Are We in a Dying Business?

ARE we in a dying business? This was the arresting question presented to the bakers of America in a recent joint statement by M. Lee Marshall, chairman of the American Bakers Assn., and Eugene K. Quigg, ABA president. To add emphasis to the importance of the question—and its answer—the association leaders presented a chart showing the decline of wheat flour consumption from a high of 203 lb. per capita before World War I to a low of 129 lb., the consumption rate since 1947.

The chart, which was prepared from figures of the Bureau of Agricultural Economics, is a startling, dramatic picture of the most alarming problem facing the baking industry today. The consumption curve had its ups and downs over the years, but the dominant trend of the curve is downward—sharply downward.

Changing this trend of downward consumption should be, and is, the No. 1 objective of the Bakers of America Program and the Millers' Long Range Program. The successful attack on this trend also calls for the bakers of America to produce the highest types of products and back them up with the highest types of educational information, advertising and merchandising.

The Bakers of America Program was started at a late hour and the need for continuance of the program is obvious to those who have studied these consumption figures. But there are many bakers in America who have not yet taken advantage of their opportunity to obtain the fullest benefits from the program by backing up the national campaign with local promotion of their own. It is to these bakers especially that Mr. Marshall and Mr. Quigg have directed the following appeal:

"Consumers are eating less of our products today than ever before—that is, annual per capita consumption.

"Since no baker alone can change the trend, it becomes a challenge and an opportunity for our industry through our Bakers of America Program. And, since any change for the better must be shared by all, it becomes just smart business for every subscriber to plan now and get all that he can from this promotion.

"We know that trends are not changed over

night. We also know that it takes united effort that is constant to do the job that we expect to do for an industry of which we are a part.

"More than a million dollars is to be spent this year—to help change the trend—to put more volume into your plants and more dollars into your pockets. You will reap the cumulative benefit of this great promotion in direct proportion to what you put into it—in local promotion of your own—in merchandising of the campaign—in selling it to your customers—and in making our new emblem a buying guide to the women of America.

"Last month your planning and program committees carefully reviewed and thoroughly discussed proposed 1950 activities and ads. Approval was given for certain policies and principles that the program staff will follow. Right now, Walter Hopkins, his staff, the AIB, and the advertising agency, are putting the approved recommendations into action. Preparation has been in progress for several months.

"Plan now to get behind this program and get your share of the benefit that can and will make a united industry."

• • •

Implement of Revolution

WHITE bread, it appears, is an implement of revolution, American style. Isabel Cary Lundberg, who speaks with the authority and background of one who has done research in sociology and history and editorial work for the Committee for Economic Development and for the National Bureau of Economic Research, asserts this in a Harper's Magazine article. White bread, she finds, is one of the things the rest of the world accepts as symbolic of American technology.

Just how much of the world revolution of the past century or so was the result of American tools, gadgets and commodities has never been determined, of course, but Mrs. Lundberg thinks there's no doubt that they were a forceful revolutionary influence—perhaps even a more powerful propaganda than Marxian philosophy. She reminds us of the millions of military emissaries we sent abroad in World War II bearing this propaganda.

"Did a single one of them," she asks, "regard himself as an agent of social change and revolution? Perish the thought! Yet one has only to ask what the native populations everywhere wanted of the GI, the Air Force pilot, the gob, and the Seabee. They wanted what the vast majority of the world's population, European and non-European, wants: the wrist watch, fountain pen, cigarettes, flashlight, chocolate bars, chewing gum, cameras, pocket knives, pills to kill pain, vaccines to save lives, hospital beds with clean sheets, hand soap and shaving soap, gadgets and gewgaws of every description, the jeep, the truck, and white bread. Very few Americans, picking and choosing among the piles of white bread in a super-market, have ever appreciated the social standing of white bread elsewhere in the world. To be able to afford white bread is a dream that awaits fulfillment for billions of the world's population. To afford it signifies that one enjoys all the comforts of life."

Material as the American implements of bloodless revolution are in form, they nevertheless constitute a powerful ideology. This is, of course, particularly true of bread. Wars have been fought for lack of it, but there is peace when it is in plenty. A world that craves white bread must admire and imitate the nation which has it in abundance and gives of it with inexhaustible generosity.



EXPRESS RATE INCREASE: The Railway Express Agency has published new rates for bakery products, to go into effect March 1, which it is estimated will increase the cost of shipping by 50% to 300% over the rates in effect Dec. 12, 1946. Bakery products are now carried under commodity rates by the agency. The new plan is to cancel the commodity rates on both interstate and intrastate shipments. **Details on page 10**

BREAD PRICES: No investigation of the price of bread is planned by the Federal Trade Commission at this time. Dr. Corwin D. Edwards of that agency said that no action was contemplated unless clear cut evidence of collusion on pricing in the baking industry is shown.

Details on page 10

BAKERS OF AMERICA PROGRAM: The newly appointed program and planning committees of the Bakers of America Program met in Chicago in January to review past activities of the program and lay plans for the coming year. The 1950 advertising campaign is designed to increase the per capita consumption of baked foods. Publicity, public relations and consumer education activities will be stepped up.

Details on page 11

NEW AIB BUILDING: Actual construction of the new building for the American Institute of Baking, Chicago, is ready to go with the excavation completed and pilings in place. The building will be ready for occupancy by Sept. 1, AIB officials say.

Details on page 11

ASBE CONVENTION: Preliminary program plans have been completed for the 26th annual meeting of the American Society of Bakery Engineers at the Edgewater Beach Hotel in Chicago March 6-9. M. Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn., will address the opening session.

Details on page 12

ARBA PROGRAM: The Associated Retail Bakers of America, Chicago, has announced a program for 1950 designed to "improve the business of every baker in America." To reach this objective, ARBA will concentrate on three fundamental phases of bakery operation: Management, production and merchandising.

Details on page 13

FLOUR MARKET: Interpretations of wheat market trends continue to stress bearish factors, according to George L. Gates, market editor of The American Baker. Wheat prices declined moderately during the past month, but flour prices, except for temporary easy spots, were held fairly steady because of poor returns on the sale of millfeed. More concern is being shown over mounting wheat surpluses and the cost of the price support program.

Details on page 14

(Further Spotlight Comment on Page 64)

Next Month . . .

● **CONSUMERS** are showing considerable acceptance of the raisin bread promotion of the California Raisin Advisory Board, which ends March 18. Further activities are being planned by this and other promotional agencies to increase the public's use of raisin products. In next month's formulas feature by A. J. Vander Voort, further ways to use quality raisin goods for profit will be described, and unusual formulas to help the baker in capitalizing on raisin promotions will be given.

● **NEW OFFICERS** and first reports on the 26th annual convention of the American Society of Bakery Engineers in Chicago March 6-9 will be a feature of the March issue of The American Baker.

● **THE IMPORTANCE** of visibility in packaging and the necessity for obtaining product protection as well will be discussed in an article by Harold K. Wilder, who points out that the type of packaging can govern the type of display that can be used.

This Month . . .

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Railway Express Agency Plans Higher Rates for Bakery Products

WASHINGTON—The Railway Express Agency has published new rates for bakery products, to go into effect March 1, which it is estimated will increase the cost of shipping by 50% to 300% over the rates in effect Dec. 12, 1946.

Bakery products are now carried under commodity rates by the agency. The new plan is to cancel the commodity rates on both interstate and intrastate shipments. Bakery products would then have to move under the second class rates, which are higher than the commodity rates, and freight would have to be paid on the basis of "gross weight," which includes the weight of containers.

The American Bakers Assn. has

urged bakers to voice their opposition to the plan.

"Interested bakers should write to the Interstate Commerce Commission and urge that the cancellation of commodity rates on bakery products as contemplated by Supplement No. 6 to ICC No. 7408 and supplements to other tariffs should be suspended," the ABA said. "Letters should be addressed to Interstate Commerce Commission, Twelfth St. and Constitution Ave., Washington 25, D.C., attention W. P. Bartel, secretary.

"Rates on shipments of bakery products within states will also be changed from commodity to second class rates. Interested bakers should, therefore, write to the proper state

officials and urge the suspension of any tariffs which would cancel the commodity rates on bakery products.

"In your letters, give one or two examples showing what the present (commodity) rate is and what the cost would be if the second class rate is allowed to go into effect; and state in your own words the reasons why the present rates are reasonable and the new rates would be unreasonable."

The ABA pointed out that eight copies of the requests for suspension must be sent to the ICC and one copy to the Railway Express Agency, and that all copies should carry an indication that one copy has been sent to the agency. All letters must reach ICC by Feb. 18.

CONTINENTAL NET AT \$5,543,196 FOR 1949

Year's Sales Amount to \$154,299,443
—Strike Blamed for Reduction in Profits and Sales

NEW YORK — The Continental Baking Co. has reported net sales during 1949 of \$154,299,443, the next highest in the history of the organization, compared with net sales for the previous year of \$161,238,774.

Net profit for 1949 after federal taxes, was \$5,543,196, equal to 3.59% of net sales. After deducting the dividend of the \$5.50 cumulative preferred stock, the earnings on each share of the common stock during 1949 amounted to \$3.86.

These profit figures for 1949 compare with net profit of \$7,673,101 for 1948, equal to 4.76% of net sales. The earnings on each share of common stock in 1948 amounted to \$5.84.

The reduction in 1949 profits and sales, as compared to 1948, was substantially attributable to the 21-week strike affecting the company's four bakeries in the Greater New York area, according to the report by M. Lee Marshall, chairman of the board.

"Exorbitant wage and other demands," Mr. Marshall reported, "coupled with an insistence upon a five-day week in a business which must serve its customers six days a week, brought about the strike and caused it to be prolonged into the longest and most costly strike which the company, or the industry has experienced."

During the year 1949 the company's regular dividend of \$5.50 was declared on the preferred stock, amounting to \$1,394,662.50. On the common stock, regular quarterly dividends of 25¢ a share were declared out of the earnings of the first, second and third quarters. Commencing with the dividend for the fourth quarter of the year 1949, the regular quarterly rate on the common stock was increased from 25¢ to 40¢, "reflecting the board of directors' confidence in the continuing prosperity of the company," Mr. Marshall's report said.

The total dividends declared out of earnings for the year 1949 amounted to \$2,631,405.85. The balance of the earnings was retained principally for the purpose of making capital expenditures, the report said.

Approximately \$6,043,000 was spent during the year 1949 for fixed assets as follows: Land, \$132,595; buildings,

\$913,113; ovens, \$159,463; machinery and equipment, \$1,421,538; motor vehicles, \$3,313,199, and office equipment, \$103,340.

"Including commitments of \$2,772,652 that have already been made (over half of which represents total motor vehicle purchases to be made during the year 1950), it is our present plan to spend for fixed assets during the year 1950 a total of \$5,190,000," Mr. Marshall's report said. "The foregoing amount does not include any expenditures for units for the purpose of possible expansion into new areas."

NBC ANNOUNCES SHIFTS IN EXECUTIVE POSITIONS

NEW YORK—Joseph H. Burgess, Jr., has been named assistant to the vice president for personnel relations of National Biscuit Co., according to a recent announcement by H. T. Egert, NBC vice president. Thomas D. McMahon succeeds Mr. Burgess as director of labor relations for the company.

NATIONAL BISCUIT CO. REPORTS NET INCOME

1949 Figure Set at \$21,676,903, Equal to \$3.17 a Share; Sales Total \$294,420,390

NEW YORK—Net income of the National Biscuit Co. for 1949 amounted to \$21,676,903, equal to \$3.17 a common share, compared with \$22,713,736 or \$3.33 a common share, the previous year, according to a company announcement.

Net sales for 1949 amounted to \$294,420,390, compared with \$296,250,431 during 1948.

The net for 1949 is after deducting \$2,000,000, equal to 32¢ a common share, representing accrual of 1950 vacation expenses previously handled as an operating expense in the year in which the vacation was taken. The income for 1948 includes \$1,400,000 of extraordinary income.

In the final quarter of last year the net income was \$5,517,273, or 81¢ a common share, on net sales of

\$71,102,261, while the net for the 1948 quarter was \$7,619,661, or \$1.14 a share, on sales of \$78,753,279.

Directors increased the quarterly dividend, with the declaration of 50¢ payable to common stockholders on April 14. Last year the company paid 40¢ quarterly and a year-end special of 40¢, for a total of \$2 a share for the year.

—BREAD IS THE STAFF OF LIFE—

HATHAWAY TO PAY 25¢

BOSTON—The board of directors of Hathaway Bakeries, Inc., has voted a regular quarterly disbursement of 25¢ a share on the common stock. The dividend is payable March 1 to stockholders of record Feb. 21.

—BREAD IS THE STAFF OF LIFE—

INTERSTATE BAKERIES REPORTS INCOME, SALES

Net for 1949 Set at \$2,349,372, Compared with \$2,436,543 in 1948—
Sales Total \$55,267,632

KANSAS CITY—Net income of \$2,349,372 has been reported by Interstate Bakeries Corp. for the 52-week fiscal year ended Dec. 31, 1949, after depreciation and interest and after provision of \$1,427,000 for federal income taxes. This is equal, after dividends on 76,000 shares of \$4.80 preferred stock, to \$6.50 a share of common stock.

The 1949 figures compare with net income of \$2,436,543 for the 53-week fiscal year 1948, equal after dividends on 78,000 shares of preferred stock, to \$6.75 a share of common stock.

Net sales for the 52-week year of 1949 totaled \$55,267,632, compared with \$58,724,649 for the 53-week year of 1948.

Number of shares of common stock outstanding was listed as 305,442 in both periods.

For the 12 weeks ended Dec. 31, net income amounted to \$597,318, or \$1.71 a share, against \$898,825, equal to \$2.66 a share, a year earlier. Sales were \$12,558,980, against \$14,067,134.

No Investigation of Bread Prices Planned by FTC, Official Says

WASHINGTON—Reports that the Federal Trade Commission will undertake an investigation of the baking industry pricing practices which followed the recent appearance of FTC's director of the Bureau of Industrial Economics were laid to rest Feb. 6 when Dr. Corwin D. Edwards indicated that no independent study of baking industry practices was contemplated by his agency at this time.

Dr. Edwards went on to say that this did not mean that FTC would never look into baking industry pricing practices, but "at this time there are no plans in that direction."

The rumors that FTC would undertake a broad investigation of the baking industry developed following testimony given by Dr. Edwards and other FTC officials before a House appropriations subcommittee in support of a request for funds to carry out its anti-monopoly investigations in industry generally. During this testimony reference was made to the baking industry parenthetically as an example of what might be accomplished.

Dr. Edwards indicated that any investigation into the baking industry would only result if there was a clear cut showing of collusion in pricing practices within that industry. He expressed surprise that the report of a pending FTC investigation had gained currency since he had been away from FTC offices for more than a week when the rumor gained momentum.

New York Prices Surveyed

NEW YORK—Ten thousand questionnaires to ascertain bread prices at retail grocery stores and markets were being distributed in this city the week of Feb. 6, according to an announcement by John M. Murtagh, commissioner of investigation.

This is another step in the bread price investigation started Dec. 12 at the request of Mayor William O'Dwyer, when books and records of 11 major baking companies were subpoenaed. It is anticipated that the questionnaire survey will be completed Feb. 11 and a statement on

the findings issued the following week.

According to the commissioner, the questionnaires are "designed to find out what the range in bread prices is or whether complete uniformity exists."

It is now rumored here that there is a possibility of the State Attorney General's office also investigating bread prices.

SENATE INCREASES GILLETTE APPROPRIATION

WASHINGTON—The Senate has authorized Sen. Guy M. Gillette (D., Iowa) and his subcommittee to spend an additional \$38,000 in the group's study of prices and distribution costs as they affect the utilization of farm crops. Bread prices were investigated by the subcommittee last fall under the original appropriation of \$12,000, and now may be again subject to investigation.

Plans Laid for 1950 Bakers' Program

ABA to File Brief on Proposed Bread Standards

WASHINGTON — The American Bakers Assn. is planning to file a brief recommending certain changes in the proposed federal bread standards. Final date for filing of briefs has been extended to Feb. 10.

The changes recommended in the ABA brief are the recommendations of the bread standards advisory committee of the ABA and support of them has been approved by the ABA board of governors.

—BREAD IS THE STAFF OF LIFE—

HEARING ON KRAMBO CASE REOPENED IN WISCONSIN

APPLETON, WIS.—The hearing on a complaint charging violation of the fair trade practice laws involving the Krambo Foods Stores, Inc., and eight Fox River Valley bakeries was reopened before Anthony E. Madler, representative of the Wisconsin Department of Agriculture, in Appleton Jan. 18.

At sessions conducted earlier, representatives of the Wisconsin food store chain and seven of the bakeries had refused to testify before representatives of the State Department of Agriculture, and through the Attorney General's office, the department started an action in Circuit Court to force them to testify. The individuals representing the chain and bakeries were found in contempt and ordered to testify.

The complaint charges that Krambo "demanded and accepted and received rebates . . . as a condition of its patronage to eight bakeries." The practice has since been discontinued.

At the opening of the hearing, C. L. Kramlich, vice president of the food stores, said his firm had advertising agreements with bakeries whose products were sold through the chain's outlets. The advertising agreements, he explained, consisted of payments by the bakeries in return for mention in Krambo advertising. The amount of payments, made either on a flat monthly rate or on a percentage basis, was left to the "discretion" of the bakeries, he said.

Mr. Kramlich also denied knowledge that sales of bakery products by his stores were dependent upon such agreements and said he knew of no instance when Krambo had refused to sell any products because bakeries declined to participate in the advertising agreements.

—BREAD IS THE STAFF OF LIFE—

NEW OFFICERS ELECTED BY MILLER PUBLISHING CO.

MINNEAPOLIS—H. J. Pattridge was reelected president of the Miller Publishing Co. at the 76th annual meeting of the company Feb. 2. He has held this position since 1924.

Carroll K. Michener, editor of The Northwestern Miller and executive editor of the company's "family" of business publications, and Wayne G. Martin, Jr., manager of the New York

branch office, were elected vice presidents. Harvey E. Yantis, editor of Feedstuffs and associate editor of The Northwestern Miller, was named secretary.

Martin E. Newell, manager of the Kansas City office, and Milton B. Kihlstrum, managing editor of all the company's publications, were elected to the board of directors, replacing Robert E. Sterling, former editor of The Northwestern Miller and manager of the Kansas City office, and William C. Nichols, vice president and former business manager, whose retirements were announced during the past year.

A staff conference preceded the annual meeting. This yearly gathering brings together the executive, editorial and sales personnel of the company, representing the home office in Minneapolis and the branch offices in Kansas City, Chicago, New York, Toronto and London. Branch managers attending included Wayne G. Martin, Jr., New York; S. O. Werner, Chicago; Martin E. Newell, Kansas City, and Don E. Rogers, Central States. Other representatives from outside Minneapolis were George W. Potts, assistant manager of the New York office; James W. Miller, business and editorial assistant in the Kansas City office, and John Cipperly, Washington correspondent.

Construction Progress on New AIB Building Reported

CHICAGO — Work of excavation for the American Institute of Baking building on Chicago's near north side has been completed and pilings for the foundation have been sunk.

To support the three-story section of the building 212 65-ft fir piles have been driven, and to support the one-story section, which will house the AIB school of baking, 124 25-ft. piles have been driven. Concrete retaining walls have been poured for the foundations at the east end of the building and the concrete spread footings also have been poured. Concrete also has been poured into the forms in the basement.

It is anticipated by AIB officials that the building will be ready for occupancy by Sept. 1.

Julian M. Livingston Presents Funds to AIB Library

CHICAGO—Julian M. Livingston has presented funds to the American Institute of Baking for the purchase of library equipment for the Louis Livingston Library in the new AIB building now under construction.

Twenty-five years ago, he and his brother, the late Milton Livingston, purchased the Wahl-Henius collection, a recognized source of information on fermentation, and gave it to the institute as a foundation for the Louis Livingston Library, a memorial to their father, a pioneer Chicago baker. Since that time he has given much support to the library.

The present gift provides funds for the purchase of the desired equipment such as stacks, tables, periodical shelving, a card catalogue, additional filing cabinets, desks and lamps.

GREATER CONCENTRATION ON CONSUMER EDUCATION SEEN

1950 Advertising Campaign Designed to Increase Per Capita Consumption of Commercially Baked Foods, Walter Hopkins Reports

CHICAGO—Outlining the responsibilities of the newly appointed program and planning committees of the Bakers of America Program, M. Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn., opened the first scheduled meeting of these groups in Chicago Jan. 12-13. Eugene K. Quigg, Richmond (Ind.) Baking Co., ABA president, was appointed chairman of both committees and presided over the session.

Past activities of the program from its inception were reviewed in detail with emphasis placed on the accomplishments to date. Particular stress was made on the part that consumer education and public relations has played in the success of the program and the importance of keeping subscribing bakers informed on this phase of the activity.

In projecting plans for the coming

year, it was pointed out that consumer education activity would be stepped up with a greater concentration on work with doctors, home economists, teachers and students, coupled with more aggressive work with food editors of newspapers, magazines and radio stations. Publicity and public relations will also serve the industry on a broader scale with the development of the program's own public relations department working with the press and radio stations to tell the bakers' story of nutrition, economy and good eating.

To the food field, including grocers, grocers organizations, the restaurant industry and others influencing the eating habits of the public, the program will merchandise the recently developed Bakers of America emblem in an effort to make all of these influential groups more conscious of the part bakery foods play in the diet and economy of the nation.

"Attention-compelling, reason-why selling techniques will dominate all phases of the 1950 campaign in an all out effort to increase the per capita consumption of commercially baked foods," Walter Hopkins, program director, said. "Strong identification of the commercial baker and his products is prominent throughout the campaign. The job to be done by the 1950 program is tremendous. Its impact must be felt strongly from border to border and coast to coast. The campaign is designed to create a powerful consumer influence very favorable to commercially baked foods."

Related Advertising Displayed

In disclosing plans for advertising, examples of allied and related advertising favorable to bakery foods were displayed. Coming advertising for the Bakers of America Program will be designed to encourage further support on the part of such advertisers.

Members of the staff have been working for the past month in developing all phases of the program and are now ready to proceed rapidly, it was announced.

—BREAD IS THE STAFF OF LIFE—

FIVE ACTIONS INVOLVING BAKERY GOODS REPORTED

WASHINGTON — Dispositions of five cases involving adulteration of bread and other bakery products were reported in a recent issue of Notices of Judgment Under the Federal Food, Drug and Cosmetic Act. The cases were instituted in the U.S. district courts by U.S. attorneys acting upon reports submitted by the Federal Security Agency.

The dispositions, involving fines and destruction of the products, were made between Nov. 28, 1947, and April 11, 1949.

FLEET TRAINING COURSES ANNOUNCED



CHICAGO—The National Advisory Committee for Fleet Supervisor Training has announced the tentative schedule for fleet supervisor and management training courses to be held at various colleges and universities in 1950. The American Bakers Assn. has announced that it will furnish bakers with information as to the time and place of courses to be held near their bakeries.

M. Lee Marshall, ABA Chairman, to Speak at ASBE Convention

CHICAGO—M. Lee Marshall, Continental Baking Co., New York, chairman of the American Bakers Assn., will address the opening session of the 26th annual meeting of the American Society of Bakery Engineers, to be held March 6-9 at the Edgewater Beach Hotel here.

Inspiration speaker for the opening session will be Harvey Hahn, Dayton, Ohio, according to a recent announcement by Victor E. Marx, American Dry Milk Institute, Chicago, ASBE secretary.

Charles E. Riley, Brolite Co., Chicago, is serving as program chairman for the meeting, assisted by J. S. Devanny, International Milling Co., Chicago.

Session and special events chairmen for the meeting recently were announced.

Monday morning, March 6, Harold Moody, Ralph's Grocery Co., Los Angeles, ASBE president, will preside and the usual opening ceremonies will take place.

The session chairman for the Monday afternoon meeting will be Fred Weberpals, H. C. Bohack Co., Brooklyn, N.Y.

Tuesday morning, March 7, Rowland J. Clark, W. E. Long Co., Chicago, will be the session chairman. H. Alvin Meyer, Grocers Baking Co., Lexington, Ky., will be chairman of the Tuesday afternoon session.

Wednesday morning, March 8, Don Copell, Wagner Baking Co., Newark,

N.J., ASBE first vice president, will preside as chairman of the session. Wednesday afternoon, session chairman will be Earl B. Cox, Helms Bakeries, Los Angeles. A session Wednesday evening, called the "bull session," will be presided over by J. M. Albright, American Bakeries, Atlanta, Ga.

Thursday morning, March 9, Robert L. Lloyd, American Maize Products Co., New York, will be the presiding officer and in the final session, Thursday afternoon, the chairman will be Claude W. Lantz, Durkee Famous Foods, Chicago.

The usual special events will take place. Monday evening, March 6, the engineers' dinner in the Marine dining room of the hotel will be in charge of Fred P. Siebel, Jr., Siebel Insti-

tute of Technology, Chicago.

Tuesday evening, March 7, the baked foods display will again be organized by William J. Ocken, Chicago. Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., will be the producer of the early birds' breakfast show Wednesday morning, March 8.

In charge of entertainment and music for the entire meeting will be William E. Maier, Maier's Bakery, Reading, Pa., assisted by Harry D. Gardner, Union Steel Products Co., Albion, Mich. Leonard P. Kenney, Red Star Yeast & Products Co., St. Paul, will again serve as property manager for the entire meeting.

All space at the Edgewater Beach Hotel for the period of the meeting has been reserved and all indications point to a very large attendance.

ARBA Gets Convention Planning Under Way; Names First Chairmen

CHICAGO—The program of the Associated Retail Bakers of America, holding its first convention on the West Coast at Long Beach, Cal., June 12-14, will be planned to attract the maximum number of retail bakers from the North, South and East as well as the West, Albert E. Wiehn, Wiehn's Bakery, Cleveland, announced recently.

At the same time Mr. Wiehn indicated that Hugo Ebmeyer, Ebmeyer Bakery, Montrose, Cal., had been appointed the general convention chairman. Franklin J. Bergenthal, vice president and general manager of the Brolite Co., Chicago, has accepted the chairmanship of the transportation committee which will be responsible for working out travel schedules that will permit the maximum number of bakers to attend the convention and will enable them to combine the convention with a vacation if they desire.

Mr. Wiehn announced the appointment of the co-chairmen of ARBA's program committee Jan. 19. Both East and West will be represented with William Schonleber of Rochester, N.Y., as the eastern co-chairman and George Lauck, Fresno, Cal., representing the West.

Both of these men have long been active in the Retail Industry and have had considerable experience in association work, Mr. Wiehn said.

Building the program around the theme, "In 1950—Serve—Satisfy—Sell" the co-chairmen and their committee will attempt to present a program of intense interest and benefit to the retail bakers who attend.

Upon accepting his appointment Mr. Schonleber said, "It is our endeavor to bring to the program the finest speakers and the best thinking in the industry. Every retail baker will benefit and profit from attendance at the convention."

Mr. Lauck, who was one of the enthusiastic supporters of a West Coast convention, said, "The program will be strictly California style. It will be big, colorful, and educational. It will long be remembered and profited by every retail baker who attends."

Louise K. Buell, manager of the Bakers Club of Chicago, will assist Mr. Bergenthal and serve as secre-

tary to the transportation committee.

Mr. Ebmeyer, who has served as a director of the ARBA for some time, was recently elected president of the Los Angeles County Master Bakers Assn., which will act as host for the national convention.

Mr. Bergenthal was chairman of the committee which planned the bakers' special to the last fall's Baking Industry Exposition and convention of the American Bakers Assn. at Atlantic City. This train was the largest ever run to such a convention from this city.

In notifying the associations of his acceptance, Mr. Bergenthal said, "The committee feels now that arrangements should be made so that every baker participant can combine his vacation with his attendance at the convention. We will do everything in our power to make the trip comfortable and enjoyable, as well as reasonable from the standpoint of cost."

Negotiations are now under way with every major western railroad to determine the most desirable route to and from the convention.

John Benkert, Benkert Bakeries, Inc., Long Island City, N.Y., chairman of the board of the retail bakers' association, reported that the special train from New York, which also combines a vacation with the convention trip, is being filled rapidly.

N.Y. BAKERS PLAN TRAIN TOUR

NEW YORK — New York retail bakers are planning an all-expense special train tour to the Pacific Coast to include the June 12-14 convention of the Associated Retail Bakers of America at Long Beach, Cal. The tour will leave New York June 5 and return June 28, touching, among the high spots, Estes Park, Denver, Salt Lake City, Ranier National Park, Seattle, Spokane and Yellowstone National Park. Requests for reservations on this convention tour are being sent directly to the New York Central System, New York.

and a large eastern turnout is expected.

Further plans for the convention will develop with the appointment of additional committees and the naming of committee members, Mr. Wiehn pointed out.

—BREAD IS THE STAFF OF LIFE—

AMF VOTES DIVIDEND

NEW YORK—The board of directors of American Machine & Foundry Co. declared a dividend of 20¢ a share on the common stock, payable March 10 to stockholders of record on Feb. 28.

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MULTIWALL BAG MAKERS PLAN PAPER SALVAGE AID

NEW YORK — Members of the Paper Shipping Sack Manufacturers Assn. have approved a program for marking with a standard symbol all multiwall bags made of natural kraft paper which are suitable for repulping. The mark was approved to stimulate the salvage value of multiwall paper bags and was urged by the Waste Paper Institute of the National Association of Waste Material Dealers.

It is believed that a clearly imprinted emblem on such bags will create a more confident approach by the waste dealers and pulp consumers. The plan has been approved by members of the paper shipping sack organization, and its use will be entirely at the option of the manufacturer or his customers.

The symbol to be used, "ANK" (all natural kraft) will appear above or below the Consolidated Freight Classification certificate. It may be some months before the waste dealers and consumers of used bags for repulping will find the bags marked in substantial volume. Present inventories will, of course, be appearing for some time unmarked.

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Entries Pour in for Raisin Bread Promotion Contest

FRESNO, CAL.—Entries for the "Raisin Reason" contest, the California Raisin Advisory Board's raisin bread promotion, have begun pouring into the board's offices from all parts of the U.S. and Canada, the board reports. The contest, which offers over \$21,000 in prizes for the best reasons for liking raisin bread, started the week of Jan. 22 with a full-page color ad in Life. The closing date of the contest is March 18.

The board reports that the response it has received from the bakery and grocery trades has been "far above expectations." Many more requests were received for entry blanks, display material and newspaper mats than were anticipated.

Reports coming into the office of the board indicate that the contest is resulting in a marked increase in raisin bread sales for those bakery and grocery firms that are tying-in. Several firms have reported increases in raisin bread sales as high as 300%. One chain grocery firm estimates that their raisin bread sales will increase by 150,000 loaves during the promotion.

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SUPPLY FIRM MOVES

PHILADELPHIA—H. Price, local bakery supply and flour firm, has moved to office and warehouse space at N.E. Cor. Front & Lombard Sts., Philadelphia 47, Pa.

SPECIAL TRAIN TO ASBE MEETING ANNOUNCED

NEW YORK—The schedule of the New York Bakers' Special to the American Society of Bakery Engineers convention in Chicago March 6-9 has been announced by Claude A. Bascombe, Standard Brands, Inc., secretary of the Allied Trades of the Baking Industry, who is in charge of reservations for the trip. The schedule follows:

Saturday, March 4; leave New York (Grand Central Station) 5 p.m., E.S.T.

Saturday, March 4; leave Harmon, 5:40 p.m.

Saturday, March 4; leave Albany, 8:10 p.m.

Sunday, March 5; leave Buffalo, 1:20 a.m.

Sunday, March 5; arrive Chicago, 9:45 a.m., C.S.T.

This will be a special train and will have roomettes, bedrooms, compartments and drawing rooms.

SPECIAL CAR TO ASBE MEETING PLANNED

KANSAS CITY — The Midwest Bakers Allied Club is sponsoring a special car which will carry convention-goers from the Kansas City area to the American Society of Bakery Engineers annual meeting in Chicago March 6-9. The car, containing 17 roomettes, will leave Kansas City Saturday night, March 4, and will arrive in Chicago early the following morning. Reservations, either by this special Santa Fe car or by plane, are now being accepted by Miss Ruth Ann Smith, club manager. Deadline for reservations is March 1.

ARBA Announces Program for 1950

PLAN DESIGNED TO IMPROVE BUSINESS OF ALL RETAILERS

Management, Production and Merchandising Selected as Three Fundamental Phases of Retail Bakery Operation to Be Served

CHICAGO—The Associated Retail Bakers of America has announced a program for 1950 designed "to improve the business of every retail baker in America." To reach this objective, ARBA has selected three fundamental phases of retail bakery operation as the factors to be served: Management, production and merchandising. To make the program comprehensive, ARBA has announced, adequate services will be rendered to each of these factors.

Under the heading of management, ARBA plans to offer financial counsel, legal counsel, cost analysis and guidance in public relations policies.

The financial counsel includes a national accounting service, a plan for inventory control and a complete tax service designed "to guarantee thrift." The legal counsel will include interpretation of local, state and federal laws as well as a continual campaign to help assure favorable legislation. Public relations policies will be designed for local plans and to inform the baker's community that the bakery is the community's "servant."

In the field of production, ARBA plans to conduct product research, collect data on machinery and equipment, offer product finish suggestions and advise on housekeeping procedures.

Research Schedule

The product research will be on an organized schedule and will be designed "to serve present needs, to point to future trends, to create new products, to develop methods and procedures and to support merchandising plans with quality products."

Data on machinery and equipment will be disseminated to inform ARBA members of new developments and procedures and to inform manufacturers of the needs of retail bakers.

Product finish suggestions will be offered to "put variety in your product, to pep up product appearance and to 'spark' holiday specials for power-packed appeal at point-of-purchase."

A practical plan of housekeeping procedure will be designed "to make shops efficient, to keep stores sparkling, to guide personnel conduct, to safeguard product and to protect profit."

Merchandising Plans

The merchandising phase of the ARBA 1950 program will include dissemination of market information, a sales training program for bakery sales girls, a sales promotion program and an advertising program on a local level, including layouts, copy and mat service.

"ARBA's program is a down-to-earth and fundamental proposition," the ARBA announcement said. "The finest sources of information and goods are being tapped: All of the material prepared will have simplicity, clarity and effectiveness as its goal. The single-domiciled bakery will be the basis for all planning and every

element of the program will strike to improve the management, strengthen the merchandising and assist the production of every member's operation.

"The goal of ARBA is to unite the retail baking industry. The function of an association is to act as a clearing house for the interchange of ideas between men in the same business. This exchange of information, provided it is coordinated and given wide distribution, will prove of benefit to all because it will bring to each member the successful undertakings of all others.

"Retail baking does not know its actual potential—and as the second largest in the food industry it has such a potential that it can quickly become the largest of all the industries in food. It would be ideal to have all of the 20,000 retail shops in America brought together under one banner, but this goal may be reached only after many years. ARBA realizes that it must be successful in its campaign to recruit as many thousands of bakers as possible under its banner if we are to improve the industry's position, lift the level of the industry, and reach out for the potentials in bakery sales and profits."

BULLISH MARKET SEEN

NEW YORK—The cold and hot wars throughout the world—plus the generally firm business tone in this country—will make 1950 a bullish

year in the essential oil market, Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., predicted at the annual sales conference of the New York and Chicago essential oil house. Pointing out that many widely-used essential oils and related materials come from the world's trouble spots, Mr. Magnus predicted that supplies of these imported commodities would be extremely limited in quantity and uncertain as to quality.

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HOWARD W. FILES NAMED FOR PRESIDENCY OF MNF

CHICAGO—Howard W. Files, vice president of Pillsbury Mills, Inc., Minneapolis, has been nominated for the presidency of the Millers National Federation. Balloting will be conducted by mail and other candidates may be proposed, but customarily the nominating committee's selection prevails.

The new president will take office at the annual meeting of the federation in May, when John L. Locke, president of the Fisher Flouring Mills Co., Seattle, Wash., retires.

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BAKERY STRIKE AVERTED IN NEW YORK CITY AREA

NEW YORK—A strike which would have affected 11 baking firms representing a large percentage of the roll and cake business among restaurants, hotels and clubs in this city was averted Feb. 7 following a week of almost continuous arbitration.

The old contract with the group, the Metropolitan Roll and Cake Bakers of New York, expired Jan. 31 and contract negotiations were in progress since that date. Final terms of settlement have not been announced but both labor and management have agreed to major issues and the new contract is expected to be approved by Feb. 11.

George Faunce, Jr., Reelected by Truck Owners

NEW YORK—George Faunce, Jr., Continental Baking Co., New York, was reelected to serve a second term as president of the National Council of Private Motor Truck Owners, Inc., at the 11th annual meeting of the group here Jan. 26-27. Other officers selected include:

A. B. Gorman, Esso Standard Oil Co., New York, eastern vice president; A. H. Kreuder, Wilson & Co., Chicago, central vice president; P. H. Ducker, Automotive Council, Los Angeles, western vice president; J. J. Riley, American Bottlers of Carbonated Beverages, Washington, D.C., southeastern vice president, and R. C. Hibben, International Association of Ice Cream Manufacturers, Washington, D.C., treasurer.

H. Scott Byerly is managing director of the council with headquarters located in the Kass Building, Washington, D.C.

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SEPARATE TRIALS ASKED IN ANTI-TRUST ALLEGATION

MANITOWOC, WIS.—The anti-trust suit against two bakeries and 13 individuals started by the state of Wisconsin moved a step closer to trial in circuit court when Judge Henry Detling heard arguments and ordered the filing of briefs on arguments of defense attorneys moving for separate trials.

The action was instituted last May against Dick Bros. Bakery, Manitowoc, and Molan Bakery, Sheboygan, in addition to individual bakers, for alleged conspiracy to fix prices of bread sold at wholesale and retail in Manitowoc County. At the hearing here, one defense attorney asked for a jury trial while others requested separate trials. Opposing the moves were state antitrust attorneys. Whether or not the suits can be tried during the current term of circuit court is problematical.

Individuals named, against whom fines are being asked, are Hector Dick, Frank Sindelar, William Weber, John and William Weber, John and Frank Freider, Manitowoc; Roy Molan, Sheboygan; Herman Springer and Harvey and Edward Stegemann of Two Rivers. Fines are not being asked against four other bakers because of their cooperation in the investigation. They are Arthur Spahn, Earl Ramminger, George Mackay and George Freider, all of Manitowoc.

Prior to filing of the actions, the attorney general's office took testimony from several of the bakers involved, and this testimony is all part of the court record. The attorney general's office charges "the defendants all alleged to have fixed retail prices by agreeing upon prices to be charged by them for sales made directly to the general public, and by agreeing upon identical prices to be charged by grocers who purchase bread from the defendants for resale to the public." The violations occurred on four occasions in 1946 and 1947, it is alleged.



HONORED FOR SERVICE—Peter Redler (center), whose recent resignation as treasurer of the Bakers Club of Chicago marked his retirement from all business and industry activity, was honored at a recent meeting in Los Angeles for his "distinguished and valuable services to the baking industry and the Bakers Club of Chicago." He is shown above as he received a wallet from Carlos Pickering, Mrs. Conkling's Bakery, as P. E. Minton, American Molasses Co., chairman of the meeting, looks on.

Easiness Continues in Wheat Market

ADVANTAGE TO FLOUR PRICES OFFSET BY MILLFEED DECLINE

Buyers Find Some Favorable Spots to Book Flour, but
Few Show Interest in Long-Term Contracts;
Concern Grows on Wheat Surplus

By GEORGE L. GATES

Market Editor of The American Baker

Bearish interpretations of market developments continued to get heavy emphasis in appraisals of the wheat market situation in early February, the anniversary month of sharp price declines last year and in 1948. Cash wheat prices were 4@5¢ lower at the start of the month, compared with early January, and futures were off an average of 2@4¢ bu. However, the advantage of lower wheat costs in flour pricing has to a large degree been offset by sharply reduced returns on millfeed, and posted flour quotations are holding very close to the early January listings.

Flour buyers found some advantageous spots to book supplies during the past month, but few of them were willing to anticipate their requirements beyond 30 or 60 days. The possibility of a repetition of previous February price breaks apparently dominates the thinking of buyers as well as others whose businesses are tied closely to the wheat market. This watchful attitude, one prominent market analyst pointed out recently, may be the very thing likely to prevent a large-scale slide. Events which are so generally expected seldom happen, he commented, noting that moderate declines already had been made and that there was little evidence of heavy accumulation of supplies this year. A break in futures prices ranging up to 6¢ occurred Feb. 2, but the market firmed quickly and part of the losses were regained.

No one, of course, can predict what is going to happen to wheat prices. However, a number of factors in the situation indicate that the easier trend will continue. Some of these are summarized below.

CONCERN INCREASES ON SURPLUS PROBLEM

The nation's surplus of wheat is mounting, and government planners, along with producers and people who market wheat, are showing more concern over the problem. The U.S. stocks of wheat Jan. 1 totaled more than 908 million bushels, larger than any other Jan. 1 of record except for 1942 and 1943. This total includes about 505 million bushels owned by the Commodity Credit Corp. or pledged to the agency as loan collateral. Much of the latter is expected to wind up in CCC ownership as a result of defaults on price support loans. The CCC has announced a program for disposing of this surplus, for export at about current market prices and for domestic use at not less than 5% above the support price plus carrying charges. While this plan tends to discourage sales, the move indicates that government officials are aware of the difficulties that could result from a too-large surplus. Some observers predict that plans

may be revised so that some actual liquidation can take place.

EXPORTS REMAIN BELOW LAST YEAR

The reason for this piling up of wheat is the sharp reduction in exports this crop year, since domestic use is relatively steady. Shipments abroad are running about 40% below last year. Government officials now acknowledge that the total for the crop year may reach only 350 million bushels instead of 400 million, the goal previously set. By the end of January only 54 million bushels of U.S. wheat and flour had been sold under the International Wheat Agreement against a crop year quota of 168 million bushels. Movement picked up somewhat during January as subsidy rates advanced, but sales again tapered off. A buyers' market is developing in world wheat trade, and price competition from Argentina, Australia and Canada is severe.

VIEWPOINTS VARY ON EXPORT OUTLOOK

Prospects for exports in the rest of the crop year are appraised two ways. Some observers believe that as home-grown supplies in foreign countries dwindle they will become more active buyers of U.S. wheat and thus the rate of shipment will accelerate sharply in the next few months. Others, pointing out that home-produced supplies in these nations are larger, say that the buying rate will not pick up a great deal. European wheat production increased this year, in France to the extent that that nation has become a minor exporter. Regardless of who is right, it is generally conceded that the year's total

exports will be considerably less than last year.

LOAN MOVEMENT SLOWS IN DECEMBER

The amount of wheat placed under price support was quite a bit smaller in December than had been expected, amounting to about 18 million bushels. This compares with 90 million bushels put under loan or purchase agreement in December, 1948. The total wheat under support by Jan. 1 was about 313 million bushels, with another month available to farmers to take advantage of the program. Figures have not yet been released for January, but the sharp reduction in December has led some observers to predict that the year's total will be much smaller than had been expected earlier. This conclusion has contributed to price weakness since the expected amount of free wheat would be increased to the extent that supplies are kept out of the loan tie-up.

COST OF PRICE SUPPORTS EYED

The tremendous cost of the price support program is making some of the lawmakers in Washington uneasy. Charles F. Brannan, secretary of agriculture, has asked Congress for a \$2 billion increase in the CCC borrowing limit of \$4.75 billion to assure support of 1950 crops. Mr. Brannan's decision to dump some \$80 million worth of potatoes acquired through price support operations dramatized the expense of the program and seems to have touched off a dispute among administration leaders on the operation of price supports in general. A Republican senator, John J. Williams of Delaware, has introduced a bill calling for lower, flexible supports on basic commodities. It is possible that the agricultural program may get another going over this year. Even some farm groups have expressed dissatisfaction with the rigid props under basic crops.

PROSPECTS REMAIN GOOD FOR NEW CROP

Meanwhile, another large wheat crop is in prospect for 1950. While conditions have not been all that could be desired in the Winter Wheat

Belt of the Southwest, most crop observers say that the outturn can be nearly as large as last year in spite of the smaller acreage. Dry topsoil in most of the area has caused some concern, but subsoil moisture is adequate and prospects are still rated fair to good. A slight scare developed on reports that dust was blowing in some sections of the one-time Dust Bowl, but no serious damage has resulted yet. Timely precipitation will be needed, however, to assure a good crop.

One item standing squarely in the way of more favorable flour prices is the difficulty mills have been having in maintaining firm millfeed prices. The by-product was bringing in \$3@4 less a ton in early February than in early January, when prices already were low in comparison with other recent years. The formula feed industry, which uses most of the millfeed production, has been experiencing slow demand for its products, principally because of competition from the large supplies of corn and other feed grains. The millfeed market usually advances from February to April as spring feeding operations expand, and if this occurs again this year some reduction in flour quotations could result, providing, of course, the wheat market doesn't do an about face.

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KROGER CO. REPORTS QUARTERLY SALES DOWN

CINCINNATI—Sales of the Kroger Co. for the 13th four-week period, ending Dec. 31, 1949, totaled \$64,279,160, a 20% decrease from sales of \$80,062,983 for the corresponding period of a year ago. However, it was pointed out that last year's 13th period included five weeks of sales. Cumulative sales for 52 weeks of 1949 totaled \$807,410,468, a 2% decrease from sales of \$825,668,323 for 53 weeks of 1948. Average number of Kroger stores in operation during the 13th period was 2,204, compared with 2,357 stores during the 1948 13th period, a decrease of 6%.

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HIGHER SIX-MONTHS NET PROFIT REPORTED BY P&G

CINCINNATI — Consolidated net profit of \$32,704,891, equal to \$5.09 a common share, was reported for the six months ended Dec. 31, 1949, by Procter & Gamble. In the same 1948 period, net profit was \$25,938,043, or \$4.03 share. The company also reported that provisions for U.S. and foreign income taxes for the last six-month period amounted to \$18,975,000.

The 123rd semiannual payment since its profit-sharing plan was started 62 years ago by P & G was celebrated with a party Jan. 28 in the Cincinnati Garden, with more than 5,000 employees in the general offices and Ivorydale and St. Bernard plants attending to enjoy a program of vaudeville and dancing and talks by R. R. Deupree, chairman of the board, and F. J. Reid, superintendent of the Ivorydale plant.

Based on stock ownership, the profit-sharing plan involves more than 8,000 men and women who either own outright or have in their names

Summary of Flour Quotations

February 4 flour quotations per sack (100 lb.). All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	\$7.30	\$6.95	\$6.95	\$6.95	\$6.95
Spring top patent	5.60@5.80	5.80@6.00	5.80@6.00	5.80@6.00	5.80@6.00
Spring high gluten	5.80@6.00	5.70@5.90	5.70@5.90	5.70@5.90	5.70@5.90
Spring short	5.50@5.70	5.50@5.70	5.50@5.70	5.50@5.70	5.50@5.70
Spring standard	4.70@5.30	4.85@5.30	4.85@5.30	4.85@5.30	4.85@5.30
Spring first clear	5.40@5.55	5.40@5.55	5.40@5.55	5.40@5.55	5.40@5.55
Hard winter short	5.30@5.40	5.30@5.40	5.30@5.40	5.30@5.40	5.30@5.40
Hard winter standard	4.00@4.20	4.00@4.20	4.00@4.20	4.00@4.20	4.00@4.20
Hard winter first clear	6.00@6.70	6.00@6.70	6.00@6.70	6.00@6.70	6.00@6.70
Soft winter short patent	5.00@6.40	5.00@6.40	5.00@6.40	5.00@6.40	5.00@6.40
Soft winter standard	5.35@5.85	5.35@5.85	5.35@5.85	5.35@5.85	5.35@5.85
Soft winter straight	4.00@4.20	3.85@4.15	3.85@4.15	3.85@4.15	3.85@4.15
Soft winter first clear	3.10@3.50	2.85@3.45	2.85@3.45	2.85@3.45	2.85@3.45
Rye flour, white					
Rye flour, dark					
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	\$7.70	\$7.25@7.55	\$7.25@7.55	\$7.16@7.55	\$7.16@7.55
Spring high gluten	6.25@6.45	6.45@6.55	6.32@6.52	6.16@6.40	6.16@6.40
Spring short	6.25@6.35	6.25@6.35	6.12@6.37	5.99@6.30	5.99@6.30
Spring standard	5.95@6.15	6.15@6.25	6.02@6.22	5.86@6.20	5.86@6.20
Spring first clear	5.30@5.50	5.70@5.85	5.32@5.62	5.61@5.65	5.61@5.65
Hard winter short	6.05@6.30	5.90@6.00	6.07@6.22	5.86@5.95	5.86@5.95
Hard winter standard	5.75@5.95	5.80@5.90	5.77@5.92	5.56@5.75	5.56@5.75
Soft winter straight	4.85@5.75	4.97@5.67	4.97@5.67	4.97@5.67	4.97@5.67
Soft winter standard	4.85@5.05	4.85@5.05	4.85@5.05	4.85@5.05	4.85@5.05
Rye flour, white	4.50@4.65	4.45@4.75	4.45@4.75	4.50@4.65	4.50@4.65
Rye flour, dark				3.80@4.05	3.80@4.05

112,344 shares of the company's common stock, which had a market value last Dec. 31 of more than \$27 million. Since the plan was put into effect in 1888, more than this amount has been paid to employees in profit-sharing dividends. These dividends last year totaled \$1,305,735, of which nearly \$445,000 was paid to employees in the Cincinnati area.

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WARD BAKING CO. NET PROFIT AT \$3,172,902

Annual Report Shows Net Sales at \$80,290,263 in 1949, Compared with \$86,072,667 in 1948

NEW YORK—Sales and net earnings of Ward Baking Co. for 1949 were "unfavorably affected" by a 21-week work stoppage at the company's two New York City plants and by curtailed buying of bakery products in other plant areas because of strikes in the coal and steel industries, Faris R. Russell, chairman of the board, reported in his annual report to stockholders.

Sales for the fiscal year ended Dec. 31, 1949, declined to \$80,290,263 from \$86,072,667 in the previous year, while net earnings decreased to \$3,172,902, after all charges, including provisions for federal income taxes, from \$3,685,443 in 1948. The 1949 net earnings were equivalent, after dividends on the preferred stock, to \$3.85 a share on 733,187 shares of common stock, as compared with \$4.63 a share on 721,139 common shares in the preceding year.

Mr. Russell pointed out that the earnings were after setting aside the equivalents of \$2.37 and \$3.21 a share of common stock in 1949 and 1948, respectively, for federal income taxes.

"Such taxes," he pointed out, "contrast with total dividends of \$2 and \$1.85 paid on the common stock in those same two years and emphasize the heavy impact of postwar taxation."

The \$2 paid out by Ward Baking in 1949 dividends comprised four quarterly payments of 25¢ each and a year-end extra of \$1. The proportion of net earnings paid in dividends to stockholders in 1949 was approximately 57%, against 46% in 1948.

Mr. Russell's report was critical of double-taxation of dividends, asserting that this system "is gravely unwise from the viewpoint of the country's best interests."

"The outlook for general business activity—barring new labor disputes or the adoption of socialistic projects disturbing to the national economy—is favorable, and your management looks forward to continued progress in the company's business," Mr. Russell said. "Our products are of excellent quality and are made only from ingredients of the highest grade and nutritional value."

The company's working capital at the close of 1949, after acquisition of the plant and properties of the La-Nasa Baking Co., New Orleans, and after expenditures for other capital purposes, stood at \$8,854,077, an increase of \$601,254 over a year earlier. The New Orleans purchase brought the number of Ward Baking plants to 22.

After provisions for depreciation and other related items, property and plant account showed a net increase of \$776,365 for the year.

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SBI VOTES DIVIDENDS

NEW YORK—The board of directors of Standard Brands, Inc., has de-

clared a quarterly dividend of 30¢ a share on the common stock, payable March 15 to stockholders of record on Feb. 15. At the same meeting, the quarterly dividend of 87½¢ a share was declared on the preferred stock, payable March 15 to stockholders of record on March 1.

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BUILDING PLANS ANNOUNCED BY MICHIGAN BAKERIES, INC.

GRAND RAPIDS, MICH.—With the opening of the new \$1,600,000 bakery here, Everett A. Wilsher, president of Michigan Bakeries, Inc., has announced plans for the company to build other outlets. The plants at Kalamazoo and Muskegon were closed, these cities now being served by truck from Grand Rapids.

New plants are to be built at Bay City at a cost of \$250,000 and others at Jackson and Petoskey. The Bay City plant now undergoing construction will open June 1. A new bakery will be built at Traverse City at a cost of \$250,000, the company having closed a bakery there in 1947.

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SHELLMAR DIVIDENDS

MOUNT VERNON, OHIO—The board of directors of Shellmar Products Corp. has declared a regular quarterly dividend of 40¢ a share on the corporation's \$6 par value common stock, payable April 1 to stockholders of record March 15. A regular quarterly dividend of 59¢ a share was also declared on the \$50 par value, 4¼% preferred stock, payable March 30 to stockholders of record March 15.

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HIGHER NET REPORTED BY HORN & HARDART

PHILADELPHIA—The Horn & Hardart Baking Co. has reported net income of \$1,204,249 for the fiscal year ended Sept. 30, 1949, equal to \$12.10 a share. This compares with \$1,141,631, or \$11.47 a share, for the previous fiscal year.

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HIGHER SALES REPORTED BY NATIONAL TEA CO.

CHICAGO—The consolidated sales of the National Tea Co. for the calendar year 1949 amounted to \$274,341,365.98, compared with \$270,176,795.05 for the year 1948, an increase of \$4,164,570.93, or 1.54%. This is the largest volume of sales in the

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High	Low	Close Dec. 30, 1949	Close Feb. 4, 1950
1949-50				
Allied Mills, Inc.	30½	24½	28½	29
Allis-Chalmers, \$3.25 Pfd.	34½	25½	33	33½
Allis-Chalmers, \$1 Pfd.	90½	70	87½	89
American Cyanamid, Pfd.	52¾	33¼	50¾	52½
American Cyanamid, Pfd.	122¾	99	120	122
Archer-Daniels-Midland Co.	42½	26¾	40¾	38
Borden	51	38¾	50½	50
Buray Biscuit Corp.	4¾	1½	3¾	4¾
Continental Baking Co.	19¾	13½	17½	19
Continental Baking Co., \$3.50 Pfd.	100	85	95¾	97
Corn Products Refining Co.	73½	57	72¼	71
Corn Products Refining Co., \$7 Pfd.	189	171½	184½	183¾
Cream of Wheat	29¾	23	28¾	29¾
Dow Chemical	59¾	43	55¾	58¾
Dow Chemical, \$4 A Pfd.	109½	101½	108	109
Dow Chemical, \$3.25 2nd Pfd.	131	101	121¾	129
*Flour Mills of America, Inc.	12½	9½	10½	10½
General Baking Co.	12	9½	11	11½
General Baking Co., \$8 Pfd.	163¾	151	*163	*163½
General Foods Corp.	50½	39¾	48¾	50
General Foods Corp., \$3.50 Pfd.	103	93¾	100½	102½
General Mills, Inc.	56¾	44¾	55¾	56¼
General Mills, Inc., 3¾% Pfd.	113	97	112	112½
General Mills, Inc., 5% Pfd.	128½	123¾	*127¼	127
Great A. & P. Tea Co.	142½	103¾	133½	141½
Great A. & P. Tea Co., \$5 Pfd.	142	128¾	130	131¼
Hathaway Bakeries, Inc., A	115½	8½	...	11
Horn & Hardart Corp. of New York	34	30½	33	33¾
Horn & Hardart Corp. of New York, \$8 Pfd.	163	133	...	163
Mereck & Co.	43¾	27	42¾	43½
Mereck & Co., \$3.50 Pfd.	99	90	99	96¾
Mereck & Co., \$1 Pfd.	130½	105½	127	129½
National Biscuit Co.	40¾	36½	39¾	39¾
National Biscuit Co., \$7 Pfd.	186	170¼	182½	182
Novadel-Agenc	19	13½	17	17¾
Omas, Inc.	18	11	17	18
Pillsbury Mills, Inc.	33½	26	31¾	33½
Pillsbury Mills, Inc., \$4 Pfd.	105½	100¾	103½	104
Procter & Gamble	89¼	57¼	85¼	89
Purity Bakeries Corp.	34¾	24¼	30¾	33¾
Quaker Oats Co.	112	85¼	106	107½
Quaker Oats, \$6 Pfd.	159	143¾	...	155
Ralston Purina Co., \$3.75 Pfd.	102½	82¾	*101½	100
St. Regis Paper Co.	9¼	6¼	8½	8½
St. Regis Paper Co., \$4 Pfd.	88½	77	*86	88
Standard Brands, Inc.	77	71¾	72¾	72¾
Standard Brands, Inc., \$1.50 Pfd.	92	82	91¼	91¼
*Sterling Drug	41½	35	37¾	38½
*Sterling Drug, \$3.50 Pfd.	100	94	*99½	99
Sunshine Biscuits, Inc.	60¾	36¾	60	56¼
United Biscuit of America	32½	19½	31	31
United Biscuit of America, \$4.50 Pfd.	108¼	103	105¾	108¼
Victor Chemical Works	47¾	33¼	46	46¼
Victor Chemical Works, \$3.50 Pfd.	101	91	*99	100¼
Wagner Baking Co.	95	75	85	85
Ward Baking Co., Warrants	6¾	2¾	4¼	6¾
Ward Baking Co.	18¾	12	15¾	18¾
Ward Baking Co., \$5.50 Pfd.	102	87¾	99	100

†Colorado Milling & Elevator Co. 13¼ 14¾
 †Safety Car Heating & Lighting Co., Inc. 15½ 17
 †Standard Milling Co. 6¾ 7¾
 Closing bid and asked prices on stocks not traded Feb. 4:
 Horn & Hardart Corp. of New York, \$5 Pfd. 110½ 112
 Wagner Baking Co., Pfd. 110½ 112

*Previous close. **Chicago stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

company's history and the seventh consecutive year a new high has been reached.

Sales for the four weeks ending Dec. 31, 1949, amounted to \$22,666,308.65, compared with \$21,276,205.15 for the three weeks and five days ending Dec. 31, 1948, an increase of \$1,390,103.50, or 6.53%.

The number of stores in operation decreased from 659 at Dec. 31, 1948, to 655 at Dec. 31, 1949.

WARD BAKING STUDIES PLAN FOR REFINANCING

NEW YORK—Ward Baking Co. has announced that it is considering a proposal to refinance its outstanding \$5,892,200 5½% debentures which are callable on 30 days' notice at 103 plus accrued interest. Faris R. Russell, chairman, stated that a further statement would be made when the discussions are completed.

—BREAD IS THE STAFF OF LIFE—

UNITED RAISES DIVIDEND

NEW YORK—United Biscuit Co. has declared a quarterly dividend of 40¢ a common share, having raised the amount from 25¢.

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TWO ELECTED DIRECTORS OF PURITY BAKERIES

CHICAGO—At a meeting of the board of directors of Purity Bakeries Corp. Jan. 10 Daniel J. Uhrig and Don W. Elliott, vice presidents of the company, were elected members of the board of directors.

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W. E. BROEG DEMONSTRATES

PITTSBURGH—W. E. Broeg instructed 850 bakers of the Tri-State district in the art of cake making Jan. 17 at South High School Auditorium under the sponsorship of International Milling Co. "Lady Orchid Cake" was the featured product.

January Flour Production Shows Increase from December Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,835,354 sacks of flour during January. This is an increase of 260,219 sacks over the December output. The same mills reported production of 15,467,103 sacks during January, 1949, or 1,631,749 more than for the past month. Two years ago the production for January was 16,155,410 and three years ago 17,777,650. Based on the Bureau of the Census production for November, the latest available, mills reporting to The Northwestern Miller in that month made 72% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in January, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 19,215,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	January, 1950	Previous month	1949	January, 1948	1947
Northwest	2,981,265	2,886,675	3,255,361	3,668,736	4,733,504
Southwest	5,244,854	5,219,381	6,085,999	6,669,675	6,709,703
Buffalo	2,381,350	2,281,171	2,342,082	2,191,379	2,203,099
Central and Southeast	2,177,352	2,217,610	2,273,609	2,352,931	2,578,233
North Pacific Coast	1,050,503	970,298	1,510,049	1,372,789	1,858,111
Totals	13,835,354	13,575,135	15,467,103	16,155,410	17,777,650
Percentage of total U.S. output	72	73	70	69	67



AT PENNSYLVANIA MEETING—The huge decorated cake shown above was on display during the recent winter meeting of the Pennsylvania Bakers Assn. in Philadelphia. Admiring the cake are Paul M. Baker (left), Jenny Lee Bakery, McKees Rocks, Pa., retiring president of the group; Mrs. D. Schneeweis of the association's staff, and John Hagy, Freihofer Baking Co., Philadelphia, newly-elected president. The cake was decorated by Paul Kuhnle, decorating instructor at the Murrel Dobbins Technical School, Philadelphia.

ABA Head Addresses Meeting of Pennsylvania Bakers Assn.

By **WAYNE G. MARTIN, JR.**
Eastern States Manager
The American Baker

PHILADELPHIA — Keynoting the winter convention of the Pennsylvania Bakers Assn. at the Benjamin Franklin Hotel here Jan. 22-24, Eugene K. Quigg, Richmond (Ind.) Baking Co., president of the American Bakers Assn., declared that he hoped to build a closer knit organization in the baking industry, adding that he owes a debt to it because it has been so good to him.

Mr. Quigg pointed out that the high consumption of wheat products in this country was in the crop year of 1913-1914, and that the low was in 1948. He declared that it is time that the industry does something about this, and suggested that in the past the baking industry has prospered because of a decrease in home baking and an increased population.

Mr. Quigg also said that bakers haven't told consumers the proper story about their products in the past, and that a greater sum of money is needed to do this in the future. He complimented the trade press for its cooperation, and stressed the importance of the American Institute of Baking in the future program.

Speaking of the Bakers of America Program, Mr. Quigg said that it will have its own publicity program in the future. He also spoke of the increased merchandising activity on the part of family flour millers, and urged all bakers to subscribe to the Bakers of America Program.

Addressing the convention along the same line, Gus Fay, representing the Bakers of America Program, spoke of the need of convincing consumers of the importance of the baking industry. Other foods, he continued, are driving hard for a large share of the consumers' dollar. He then reviewed the forthcoming ad-

vertising program, which he said, will be more specific in all respects.

Separate Programs Planned

Mr. Fay further explained that in the future there will be separate programs for bread and sweet goods, thereby increasing the effectiveness of both types of advertising.

Likewise speaking on the scope of national activities, Walter Jennings, executive secretary of the Associated Retail Bakers of America, declared that bakers should take good care of their industry, as it is one of the best in the country, with great possibilities ahead of it. Mr. Jennings advised bakers not to be fearful, but to be thoughtful, and he emphasized that commercial baking can become the No. 1 food industry in the country.

Mr. Jennings then showed a series of slides, pointing out what the Associated Retail Bakers of America plans to do to help the industry. These slides stressed the importance of merchandising, production and management. Detailed information was given under each heading, and the speaker declared that the industry needs faith and courage to go forward.

Also speaking on a national basis was G. R. Williams, Williams Baking Co., Scranton, Pa., who described the planned future activities of the American Institute of Baking, especially as applied to its new building in Chicago. He said that the site is particularly well located in the center of a large medical development, where contact will be possible with many important people in the medical field. It will be a part of one of the greatest centers of information about foodstuffs in the world, Mr. Williams added.

Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., president of the association, presided at this session and in his annual address declared

that the organization had worked successfully during the past year in connection with the Pennsylvania State Legislature. He also spoke of the large amount of work the association had done in Washington regarding the wage and hour law, all of which has benefited the bakers of Pennsylvania materially.

Speaking specifically of the affairs of the association, Mr. Baker said that a plan has been developed to improve its financial status materially.

In making his annual report, C. Frank Summy, Jr., Wheatland Bakers, Inc., Lancaster, Pa., said that the association had operated at a slight loss during the past year, due to unusual expenses, but added that this situation could be rectified during the coming year.

Mr. Staab, secretary, said in his annual report that a slight advance in dues would be necessary for the forthcoming year because of unavoidable increased expenses. He outlined the many advancing costs to which the organization is subjected. He also reviewed the numerous activities which have been carried on by the association during the past year.

Human Relationships

The value of good human relationships was discussed during the convention by Robert N. Hilkert, vice president of the Federal Reserve Bank of Philadelphia, who said that most work is becoming more routine and less interesting. Employers, he continued, must do all they can to make positions more interesting if they are to get their money's worth from their employees.

Management, Mr. Hilkert declared, must obtain results from other people. As an example, he said that tests have proven that supervisors who are well liked usually have the lowest per unit cost of operation. He mentioned a number of ways by which closer relationships can be fostered between employers and employees.

Insurance Plan Explained

The value of a group insurance plan for the members of the association was explained in detail by J. Milton Neale, manager of the group department of the Connecticut General Life Insurance Co. He said that the foundation of the association plan is mass buying. By extending this plan, the speaker explained, employees are getting something they cannot buy for themselves.

Mr. Neale described the different types of insurance which can be obtained under the group plan. Such insurance, he continued, will help solve the problem of security, and will improve labor relations. He added that some states have compulsory insurance laws requiring this type of protection for employees.

Speaking on the question of legislation, Ralph E. Evans, Harrisburg, Pa., mentioned the opposition of the association to mandatory enrichment laws, although he declared that the bakers of the state favor enrichment in itself. He predicted that the measure will be reintroduced in the 1951 assembly.

Mr. Evans warned the bakers that a bill now in effect in the state makes it a crime for bakers to possess containers belonging to another baker, even though they are acquired accidentally.

The speaker explained that bread and other bakery products are still exempt from the provisions of the state commodities law. He said that it is a matter of good business for all bakers to know their legislators

personally. He strongly urged that everything possible be done to prevent any increase in government regulations.

Approaching the subject of national legislation, C. Tracy Taylor, Washington, counsel of the association, explained that a retail bakery has been ruled a manufacturing plant under the wage and hour law, but that efforts are being made to get this decision reversed.

He further explained that if employees handle goods coming from outside the state, they are subject to the wage and hour law. The speaker added that written permission must be obtained from an administrator to employ apprentices. If outside salesmen spend at least 80 per cent of their working time away from the plant, they are exempt from the law, the same as are actual supervisors.

Mr. Taylor urged bakers to do all they can to avoid industry-wide bargaining, and suggested that they get their national associations to back up this work.

Dr. R. Clark Hopkins, a director of "Americans for the Competitive Enterprise System," declared that there is a drift toward socialism in this country which should be stopped, "for if this is not done, everything that has made America great will be destroyed."

He described the work the association he represents is doing, to tell the American people the value of the competitive system. He declared that the organization is not political in any way.

Sanitation Discussed

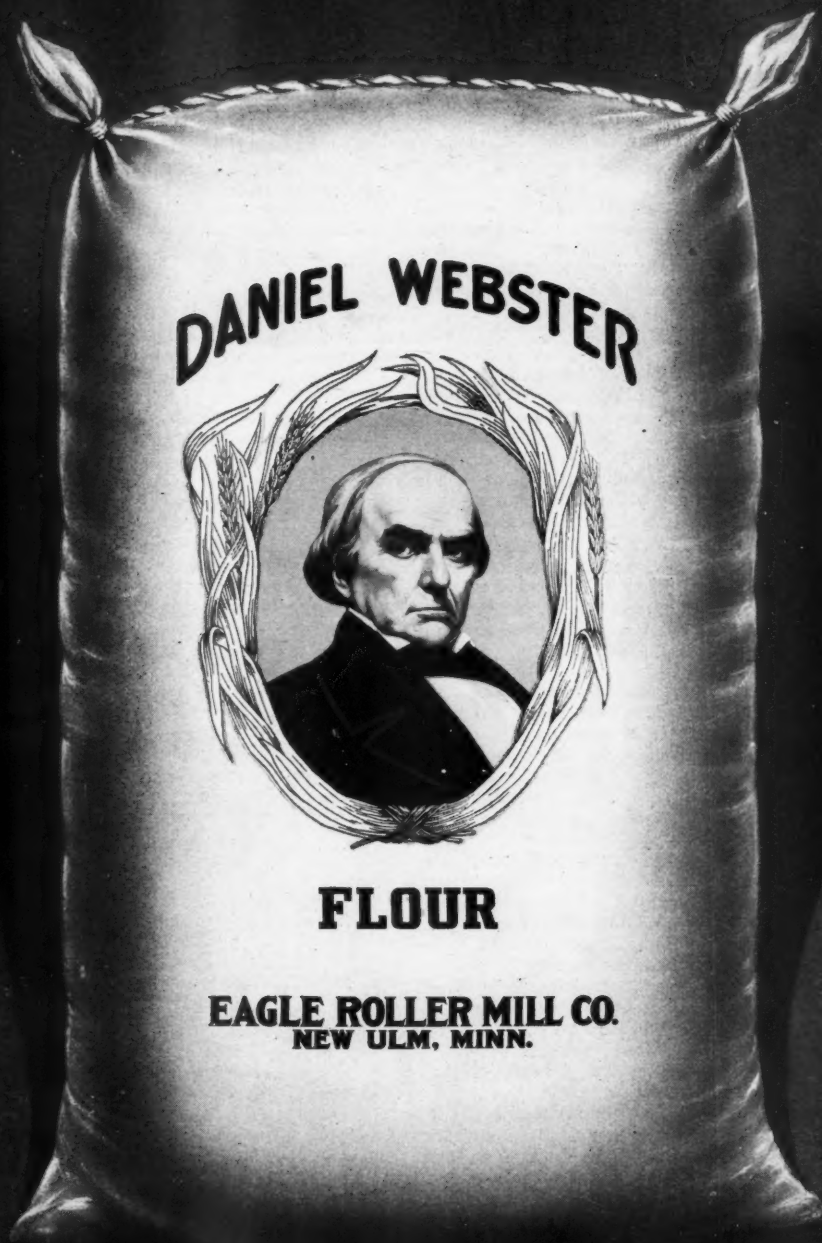
Sanitation was mentioned frequently during the convention. Dr. Edward L. Holmes, director of the sanitation department of the American Institute of Baking, in an address

(Continued on page 69)

PENNSYLVANIA BAKERS ELECT JOHN HAGY

PHILADELPHIA — John Hagy, Freihofer Baking Co., Philadelphia, was elected president of the Pennsylvania Bakers Assn. for the coming year, and Guy Beaver, Beaver Bros. Bakery, Bernham, Pa., was named vice president. C. Frank Summy, Jr., Wheatland Bakers, Inc., Lancaster, Pa., was reelected treasurer. The secretary is appointed by the board of directors. The election took place during the winter meeting of the association here Jan. 22-24. New directors elected at this meeting were Ross D. Miller, Wm. Freihofer Baking Co., Allentown; Robert A. Smith, Mrs. Smith's Pie Co., Pottstown, and Dean A. Anderson, Warren Baking Co., Warren. John Byrnes, Byrnes & Kiefer Co., Pittsburgh, was named the allied trades representative on the board.

Pennsylvania Division No. 4, Allied Trades of the Baking Industry, met Jan. 22 and elected the following officers for the coming year: Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia, president; Allen C. McDowell, Commander-Larabee Milling Co., Reading, vice president, and L. M. Cleland, Wesson Oil & Snowdrift Sales Co., Philadelphia, secretary-treasurer. Members of the executive committee were elected as follows: Morris D. Smith, Pollack Paper Co., Harrisburg; A. R. Linn, Standard Brands, Inc., Philadelphia; A. M. Luyben, Doughnut Corporation of America, Reading, and G. Adolph Jahn, Federal Yeast Corp., Philadelphia.



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NEW ULM, MINNESOTA

Scientific Hiring — or Blind Man's Buff?

Eliminate Costly Labor Problems by Fitting the New Man to His Job

By George J. Emrich
Emrich Baking Co., Minneapolis

PICK any man off the streets," an employer told me recently, "and I'll make a dough mixer out of him in one week." Arrogant as it is, such a statement serves a purpose if it shocks us into turning a thoughtful eye on our own hiring methods. Still to be explored, this field offers more abundant possibilities to the baker than can be imagined.

Many of today's employment procedures are as obsolete as the stone age. They were fashioned in an era of fluid labor, when skilled bakers could rove from job to job without penalty. Employers could promote

Many employers find it of value to have the applicant fill out an "Application for Interview," before seeing him at all. Thus he can eliminate many of the routine, time-consuming questions. Prospects who fail in some of the company's established requirements, such as age, experience or education, can be sped on their way quickly. The manner in which some of the questions are answered provides a base for further probe of the applicant. In short, the Application for Interview tells the baker if it would pay to send the man through more costly screening processes.

The baking industry must evolve its own standards for new employees, standards born of experience and testing. Some employers, for example, find that married men over 25 show the maturity of mind they want in their personnel. Others demand an educational background of at least two years of high school. To some employers it is important if a man owns his own home or rents, carries life insurance, subscribes to a trade magazine or to clubs. All these are proper questions for the application forms.

Since some state and local laws forbid discriminatory hiring, and since it is also good public relations, the form should avoid questions about race, religion, or creed. While the question of loyalty to the U.S. must be considered a legitimate standard of employment, a recent National Labor Relations Board decision stops employers from refusing work to Communists on the grounds of their political belief.

Satisfied that the applicant fills the initial requirements, the employer can now carry his screening further. The pace of modern machinery and its intricacy is vastly greater than before. Its efficient operation is dependent upon the alertness and the mental capacity of the men and women who run it. Still, a valid test of intelligence has not been invented that all psychologists will approve. The best that the bakery manager can do is grasp the present tests until better ones are developed.

ambitious men and demote sluggards as they desired. It was traditional that journeymen bakers could build their trade knowledge in a dozen plants before settling down. For the machine bakery such practices are only a wistful memory.

Technological changes as well as the union contract now tend to freeze the man to his job. The laboring man's deep yearning for security has been realized in rigid seniority rights. Discharge, once a common practice, is now the unusual. Each year of service with a company yields a man greater seniority privilege, as well as vacations and higher pay. He is rooted to his job. All this makes one fact inevitable: the men we hire today may well be lifetime employees.

Granting the above, then, it follows that new employees should be selected with the utmost care. Although no guaranteed tests have yet been found, the baker can profit by asking himself how many of the following steps he uses:

- Verbal interview.
- Checking references of past employers.
- Intelligence tests.
- Aptitude tests.
- Physical examinations.

The soundest advice that could be given an interested baker would be to consult some of the recognized experts on employee testing. The field is too involved for any improvised standards. Bakery work differs sharply from sales work. The man of many interests, with an active and shifting mind, might measure highly in an intelligence test and yet be the worst possible divider operator. His attention would wander from the unexciting routine of weighing each piece of dough. Yet the job requires an alert mentality, capable of realizing the importance of the work. An industrial psychologist could test enough competent workers to set a broad standard of intelligence to hire by.

For those bakers who are not prepared to consult such an expert there might be some value in using a simple test that the writer has used. They can secure copies of the Senior Classification Test printed by the Public School Publishing Co. of Bloomington, Ill. By testing all employees and then comparing the results with a previously prepared list of the competent and incompetent employees, some interesting facts may be found. It will be found that there is frequently a wide latitude of scoring between the desirable employees, since there are more factors than just intelligence involved in making an employee worth while. Highly intelligent men sometimes make dull workers, through boredom. All the above simply emphasizes the necessity for thorough study of the subject.

Employees' Interests Vary

Even an employee that fits the mental requirements of the job can be unsatisfactory. Each of us has a different set of impulses, a varied range of interests. This is because we are the product of our childhood environment and of our inherited tendencies. Thus we frequently find the paradox of two similar men at the same work. One vastly surpasses the other in ability, because, it would seem, he is more ambitious. The real truth is frequently that the successful worker finds himself in a job that engages his natural interests. The other is out of his element, trapped in an employment in which he never will find any pride of achievement. Out of the latter type can arise your most virulent malcontent, for he may not know the real reason for his own frustration.

The reader can understand such



a predicament. Imagine yourself in an industry the every-day details of which conflict with all that you find pleasant or exciting. Or, more specifically, imagine a man who has always worked with machines, toyed with motors, dreamed of mechanical things. His mind is stimulated by the repair of a lock or the sight of a blueprint. Imagine further that circumstances place him in an employment at a desk in an insurance firm. Aside from the earning of a subsistence, this job can offer him little satisfaction, can rarely command his respect. It would be best for him and for his employer that he had never entered the payroll.

The interest test has been subjected to some scorn in past years, but it has lately won a warm acceptance. Briefly, it measures the interests of satisfied workers in various professions. It has been found that, to a degree, there is a pattern of similar likes and dislikes among successful people in each line of work. Thus painters may show a unified concern with color shadings, design of automobiles, and even of many things unrelated to their work. Doctors would have an entirely different range of interests, as would truck drivers, sheet metal workers, or bakers. Once it has been found that most successful bakery workers react to certain questions in a similar way, then another guide has been found toward the accurate placing of workers.

While the above studies are still in their infancy, Dr. Kenneth Clark of the University of Minnesota has done some work with interest tests in

(Continued on page 62)

EMRICH BAKING COMPANY 1803 Washington Avenue • Minneapolis 7, Minnesota EMPLOYEE HEALTH HISTORY		EMRICH BAKING COMPANY PHYSICAL EXAMINATION	
<p>NAME _____ DEPT _____</p> <p>ADDRESS _____ TELEPHONE NO. _____</p> <p>DATE OF BIRTH _____</p> <p>DATE OF HIRE _____</p> <p>NAME OF FAMILY PHYSICIAN _____</p> <p>CHILDREN _____</p> <p>OCCUPATIONAL HISTORY</p> <p>EMPLOYER _____ OCCUPATION _____ FROM _____ TO _____</p> <p>HAVE YOU BEEN ILL WITH ANY OF THE FOLLOWING? IF SO, AT WHAT AGE?</p> <p>ASTHMA _____ BRONCHITIS _____ INFLUENZA _____ MEASLES _____ MALARIA _____ SCARLET FEVER _____</p> <p>OTHER _____</p> <p>IF SO, AT WHAT AGE?</p> <p>SCARLET FEVER _____ TUBERCULOSIS _____</p> <p>OTHER _____</p> <p>IF SO, AT WHAT AGE?</p> <p>SCARLET FEVER _____ TUBERCULOSIS _____</p> <p>OTHER _____</p>		<p>HEIGHT _____ WEIGHT _____ BLOOD PRESSURE _____</p> <p>GENERAL APPEARANCE: GOOD _____ FAIR _____ POOR _____</p> <p>DEVELOPMENT: NORMAL _____</p> <p>SEX _____</p> <p>HAIR _____ EYES _____</p> <p>SKIN _____</p> <p>HEARING _____</p> <p>EXTERNAL EAR _____</p> <p>NOSE _____</p> <p>MOUTH _____</p> <p>TEETH AND GUMS _____</p> <p>THROAT _____</p> <p>NECK _____</p> <p>CLAVICLE _____</p> <p>SCAPULAR _____</p> <p>PELVIS _____</p> <p>TESTES _____</p> <p>PROSTATE _____</p> <p>RECTUM _____</p> <p>BLADDER _____</p> <p>SPINE _____</p> <p>NECK _____</p> <p>THYROID _____</p> <p>TRACHEA _____</p> <p>BRONCHI _____</p> <p>LUNGS _____</p> <p>PERICARDIUM _____</p> <p>HEART _____</p> <p>ABDOMEN _____</p> <p>LIVER _____</p> <p>GALLBLADDER _____</p> <p>SPLEEN _____</p> <p>INTESTINES _____</p> <p>BLADDER _____</p> <p>RECTUM _____</p> <p>PROSTATE _____</p> <p>TESTES _____</p> <p>OTHER _____</p>	

One of the Employment Records Used by the Emrich Baking Co.

Revised Regulations Adopted:**Exemptions of "White Collar" Workers Under Wage-Hour Law**

WASHINGTON—Since Jan. 25 employers have been applying a revised set of tests of duties, responsibilities, salary levels and other basic requirements to determine which of their so-called "white collar" employees may be exempt from the minimum wage and overtime pay provisions of the Fair Labor Standards Act—the Federal Wage and Hour Law.

The tests are set forth in amended regulations (Part 541 of the Code of Federal Regulations) just adopted by William R. McComb, administrator of the U.S. Department of Labor's Wage and Hour and Public Contracts Divisions, Washington 25, D.C. The regulations govern the wage-hour law exemptions for workers employed in "executive," "administrative," "professional," "local retailing," or "outside salesman" capacities.

The effective date of the revised regulations was set to coincide with the Jan. 25 effective date of the Fair Labor Standards Amendments of 1949, which increased the wage-hour law minimum wage to 75¢ an hour and made other changes in this law as a whole. Thus, beginning Jan. 25, unless exempt under the "white collar" exemptions or another specific exemption provision of the wage-hour law, an employee engaged in interstate commerce or in the production of goods for interstate commerce, including any closely related process or occupation directly essential to such production, must be paid at least 75¢ an hour and must be paid at least time and one half his regular rate for overtime work after 40 hours in a work week.

Revisions Based on Study

The purpose of the revisions, Mr. McComb pointed out, was to clarify the provisions of the regulations and to make them more meaningful in the light of experience and changed economic conditions since they were last substantially revised in 1940. As previously, it is expected that the revised regulations will affect some 2,500,000 employees.

More than 100 witnesses principally representatives of management and labor, appeared at the 22 sessions of a public hearing held in December 1947, and January 1948, to consider the revisions. On Sept. 10, 1949, the administrator gave 30 days' notice of his proposed revisions. As finally adopted Dec. 23, 1949, the revised regulations contain very slight changes from the proposed revisions.

The new regulations include among their basic requirements that (a) "executive" employees must perform managerial duties; (b) "administrative" employees must perform office or nonmanual field work of substantial importance in the management or operation of the business; (c) "professional" employees must perform work requiring advanced knowledge in a field of science or learning, or perform creative work in an artistic field; (d) "local retailing" employees must make local retail sales of goods or services, or perform work immediately incidental to such sales; (e) "outside salesmen" must be engaged to sell, away from their employer's place of business.

Mr. McComb said that clarifications made in the tests incorporated

in the revised definitions for each classification of employees should enable employers to apply them to their employees without risk of inadvertent violations of the wage-hour law through misapplication. The importance to employers of understanding

the regulations is apparent since the burden of proving the applicability of an exemption to an employee rests on the employer.

Salary Test Available

As formerly, the revised regulations contain a salary test for "executive," "administrative," and "professional" types of employees. For the "executive" classification, the new salary test, in addition to five other tests, requires payment of at least \$55 a week (or \$238.33 a month), to replace the test of \$30 a week established in 1940. For "ad-

ministrative" and "professional" types of employees, the new salary requirements are \$75 a week (or \$325 a month), instead of the \$200-a-month tests set in 1940, in addition to four other tests for each classification.

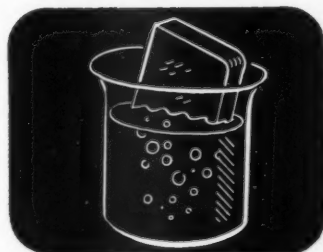
A feature of the revised regulations are new provisions for determining the exemption status of employees who are paid at least \$100 a week. Under these provisions, shortened tests are available for determining whether such employees meet all the specific requirements of the "ex-

(Continued on page 22)

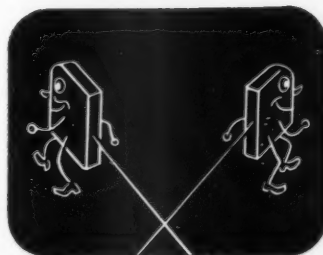
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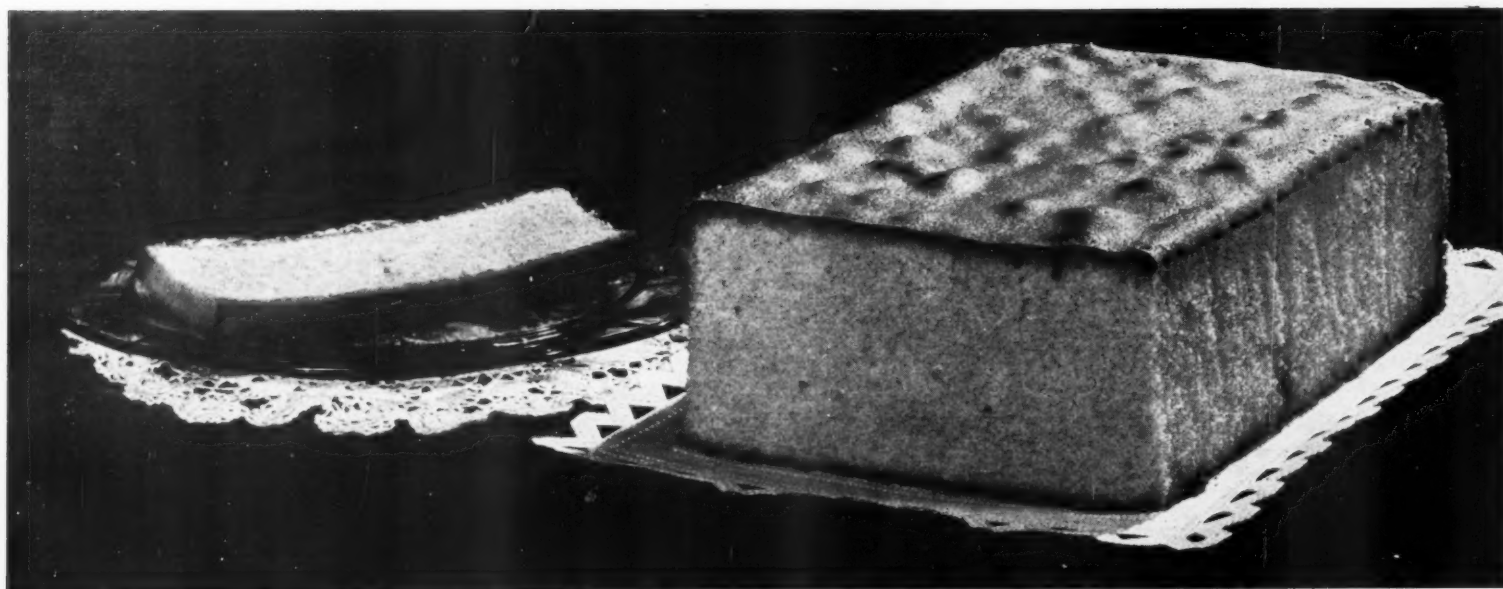
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The Housewife Will Find This Standard Type of Pound Cake Useful on Many Occasions

Building Trade with Pound Cakes

**These Consumers' Favorites
May Be Merchandised in Many
Ways to Suit Changing Markets**



By A. J. VANDER VOORT
Technical Editor, The American Baker

DELIGHT POUND CAKE

Cream together until light:

- 2 lb. 8 oz. cake flour
- 10 oz. powdered sugar
- 3 lb. shortening.

Beat light and add to above:

- 2 lb. whole eggs
- 1 lb. 4 oz. yolks
- 5 lb. granulated sugar
- 8 oz. non-fat milk solids

Sift together and add:

- 3 lb. 8 oz. cake flour
- ¼ oz. baking powder

Dissolve and smooth out the mix with:

- 3 lb. water
- 2 oz. salt

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

DE LUXE POUND CAKE

Cream together about six minutes:

- 5 lb. 12 oz. granulated sugar
- 3 lb. 4 oz. emulsifying type shortening

Add and mix well about six minutes:

- 2 lb. 12 oz. liquid milk
- 2½ oz. salt
- Flavor to suit

Sift, add and mix in until smooth:

- 5 lb. cake flour

Then add and mix in for about five minutes:

- 3 lb. 8 oz. whole eggs

Deposit into pans of desired size and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

CHERRY-NUT POUND CAKE

Cream together until light:

- 4 lb. granulated sugar
- 2 lb. butter
- 1 lb. 8 oz. shortening
- 1 oz. salt

Add gradually:

- 2 lb. 8 oz. whole eggs

Stir in:

- 10 oz. liquid milk

Sift, add and mix in until smooth:

- 4 lb. cake flour

Then stir in:

- 2 lb. chopped glazed cherries
- 2 lb. pecans (chopped)

Deposit into pans of desired size and bake at about 340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

DIXIE POUND CAKE

Cream on low speed for five minutes:

- 5 lb. granulated sugar
- 2 lb. 8 oz. shortening
- 2 oz. salt

Add gradually:

- 2 lb. 8 oz. whole eggs

Then add:

- 1 lb. 8 oz. liquid milk
- Flavor to suit

Sift, add and mix in until smooth:

- 5 lb. 4 oz. cake flour

Then mix in until smooth:

- 1 lb. liquid milk

Deposit into pans of desired size and bake at about 335-345° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

CHOCOLATE POUND CAKE

Mix together on medium speed for about five minutes:

- 5 lb. cake flour
- 3 lb. 4 oz. emulsifying type shortening
- 6 lb. granulated sugar
- 12 oz. cocoa
- 2½ oz. salt
- ½ oz. soda
- 2 oz. baking powder

- 3 lb. 8 oz. liquid milk
- Vanilla to suit

Then mix together and add in two parts:

- 3 lb. 4 oz. egg whites
- 12 oz. liquid milk

Mix this together on low speed for about five minutes. Deposit into pans of desired size and bake about 325° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

DATE POUND CAKE

Cream together:

- 3 lb. granulated sugar
- 3 lb. butter

Add gradually:

- 3 lb. whole eggs

Then sift and mix in:

- 3 lb. cake flour

Then mix in:

- 8 lb. chopped dates
- 2 lb. glazed cherries
- 2 lb. chopped walnuts

Deposit into pans of desired size and bake about 330-340° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

A little steam in the oven is desirable.

After the cakes are baked, wash them with the following glucose glaze and place a couple of whole dates on top of the cakes:

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

RAISIN POUND CAKE

Cream together until light:

- 4 lb. cake flour
- 3 lb. shortening
- 6 oz. milk solids (nonfat)
- 3 oz. salt

Beat medium light:

- 6 lb. granulated sugar
- 3 lb. whole eggs

Mix the beaten mass into the creamed mass gradually.

Then add:

- 2 lb. 8 oz. water

Mix in:

- 1 lb. 8 oz. cake flour

Then add:

- 5 lb. seedless raisins

Deposit into pans of desired size and bake at about 340° F.

Variety with Pound Cakes

POUND CAKES are great favorites in many sections of the country. Without a doubt the plain un-iced cakes are preferred.



A. J. Vander Voort

However, where the iced cakes are in demand the baker should endeavor to please his customers. When making pound cakes he should try to discover what his trade desires. A good pound cake should have a close grain and a silky texture. The flavor or combination of flavors used may be varied to suit the taste in his locality. These types of cakes may be baked in either loaf cake pans or the so-called box cake pans. Quite often, when baked in box cake pans, they are cut in halves or quarters and sold that way. Some bakers cut these cakes into slices that are individually wrapped and sold for 5c or 10c each. These are very popular at lunch counters and snack bars. Sliced pound cakes, toasted and then buttered, are a great treat. You will find that suggesting this will be appreciated. The keeping quality of pound cakes is very good, due to the richness of the formulas and also due to the compactness of these cakes.

Note: Be sure to soak the raisins before using, otherwise the cakes will dry out rapidly. Allow the raisins to drain thoroughly after soaking.

BLACK WALNUT POUND CAKE

Cream together for about five minutes:

- 3 lb. 8 oz. granulated sugar
- 1 lb. 6 oz. emulsifying type shortening
- 8 oz. butter

Then add and mix on low speed for about two minutes:

- 2 lb. 8 oz. cake flour
- 1 1/4 oz. salt
- 3 oz. milk solids (nonfat)
- 1 lb. 2 oz. water

Then add in four parts and mix for five minutes:

- 2 lb. 4 oz. whole eggs
- Black walnut flavor to suit

Then mix in:

- 1 lb. 8 oz. finely chopped black walnuts

Bake in loaf cake pans at about 360° F.

Note: Do not use too much black walnut flavor, as it is usually quite strong.

RAISIN POUND CAKE (120% Sugar)

Mix together for about three minutes:

- 5 lb. cake flour
- 3 lb. 8 oz. emulsifying type shortening

Add and mix together for five to six minutes:

- 6 lb. granulated sugar
- 3 oz. salt
- 1 1/4 oz. cream of tartar
- 2 lb. 8 oz. liquid milk

Then add, in two portions, and mix until smooth, for five minutes:

- 3 lb. 8 oz. whole eggs
- 1 lb. liquid milk
- Vanilla or lemon flavor to suit

Then add and mix in for two minutes:

5 lb. washed seedless raisins
Deposit into pans of desired size and bake at about 330-340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

Pure cream of tartar should be used to insure best results. Allow the raisins to drain thoroughly before adding them to the mix.

WHITE NUT POUND CAKE

Cream for five minutes on low or medium speed:

- 2 lb. 4 oz. powdered sugar
- 4 oz. invert syrup
- 1 oz. salt
- 12 oz. cake flour
- 1 lb. 8 oz. shortening

Add gradually and cream for five minutes:

- 1 lb. 8 oz. egg whites

Stir in:

- 1 lb. liquid milk
- Vanilla to suit

Sieve, add and mix for five minutes:

- 2 lb. 4 oz. cake flour

Then add and mix in for one minute on low speed:

- 2 lb. chopped pecans

Deposit into pans of desired size and bake at about 340° F.

WHOLE WHEAT POUND CAKE

Cream together:

- 3 lb. 4 oz. granulated sugar
- 1 lb. butter
- 1 lb. shortening
- 1 oz. salt
- Vanilla to suit

Add gradually:

- 2 lb. whole eggs

Stir in:

- 2 lb. 4 oz. liquid milk

Mix in:

- 3 lb. 8 oz. whole wheat flour

Then add and mix in until smooth:

- 2 lb. 8 oz. sliced Brazil nuts

Deposit into pans of desired size and bake at 340-350° F.

Note: The amount of milk to use may vary slightly. Scrape down the creaming arm and bowl several times during the mixing period.

OLD FASHIONED POUND CAKE

Cream until light:

- 2 lb. cake flour
- 2 lb. butter

Beat light:

- 2 lb. granulated sugar
- 2 lb. whole eggs

Add the beaten mixture to the creamed mass gradually and mix until smooth. Then add vanilla to suit. Deposit into pans of desired size and bake at about 330-340° F.

Note: Before mixing, allow the butter to warm up to about 70-75° F. Scrape down the bowl and creaming arm several times during the mixing period.

WALNUT POUND CAKE

Cream together for five minutes on low or medium speed:

- 2 lb. 4 oz. powdered sugar
- 1 oz. salt
- 4 oz. invert syrup
- 12 oz. cake flour
- 1 lb. 8 oz. shortening

Add gradually and cream for five more minutes:

- 1 lb. 8 oz. egg whites

Stir in:

- 1 lb. liquid milk
- Vanilla to suit



The Brazil Nut Pound Cake Can Be Successfully Promoted

Sieve, add and mix in for five minutes:

- 2 lb. 4 oz. cake flour

Then stir in for one minute on low speed:

- 2 lb. chopped walnuts

Deposit into pound cake pans and bake at about 340-350° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

SOUTHERN CLOSE GRAINED POUND CAKE

Cream together until light:

- 23 lb. cake flour
- 10 lb. shortening
- 4 lb. 8 oz. butter
- 1 oz. baking powder

Add:

- 1 lb. water
- 3 oz. salt
- 1/2 oz. standard vanilla
- 1/4 oz. standard lemon extract

Then beat medium light and add gradually to the creamed mass the following:

- 14 lb. whole eggs
- 3 lb. yolks
- 21 lb. granulated sugar
- 1 lb. milk solids (nonfat)

After the two parts are mixed together, mix in 4 lb. cold water and mix until smooth.

Deposit into loaf or box cake pans and bake at about 340° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period.

WHITE POUND CAKE

Cream together on medium speed for three minutes:

- 3 lb. 4 oz. emulsifying type shortening
- 5 lb. cake flour (high grade)

Then add and mix for about six minutes:

- 6 lb. 4 oz. granulated sugar
- 2 lb. 8 oz. liquid milk
- 3 oz. salt
- 2 1/2 oz. baking powder

Then add in two stages, on slow speed:

- 3 lb. 4 oz. egg whites
- 1 lb. 8 oz. liquid milk
- Flavor to suit

Mix this for about five minutes. Deposit into pans of desired size and bake at 340-350° F.

Note: In order to obtain a good smooth batter, it is necessary to scrape the bowl down a number of times during the mixing procedure. It may even be a good idea to place the hand in the dough to stir in

any dough that might be on the bottom during the mixing period. Also scrape the creaming arm down thoroughly.

YELLOW POUND CAKE

Cream together on medium speed for three minutes:

- 3 lb. 8 oz. emulsifying type shortening
- 5 lb. cake flour (high grade)

Then add and mix for about six minutes:

- 6 lb. granulated sugar
- 2 lb. 8 oz. liquid milk
- 3 oz. salt

Then add in two stages, on slow speed:

- 3 lb. 8 oz. whole eggs
- Flavor to suit

Mix this for about five minutes. Deposit into pans of desired size and bake at about 340-350° F.

Note: Be sure to scrape down the bowl at least once during each stage of mixing. If this is not done, this mix is apt to be lumpy.

GOLDEN POUND CAKE

Cream together until light:

- 10 lb. cake flour
- 2 lb. bread flour
- 6 lb. butter
- 6 lb. hydrogenated shortening

Beat up in another bowl until light:

- 8 lb. 8 oz. whole eggs
- 2 oz. salt
- 14 lb. granulated sugar
- 6 lb. yolks

Vanilla and lemon flavor to suit
After this is beaten up, add gradually to the above creamed mixture.

When they are combined, mix in:

- 2 lb. bread flour

Then smooth out the mix with:

- 1 lb. 8 oz. liquid milk

Place into pans of desired size and bake at about 325-335° F.

Note: Be sure to scrape down the bowl and creaming arm several times during the mixing period. In case these cakes should peak, replace part or all of the bread flour with cake flour.

CORRECTION

In the formula on Raisin Nut Cookies (Drop) on page 21 of the January issue of The American Baker, the flour was inadvertently omitted. This formula calls for 3 lb. flour, to be creamed together with the sugar, shortening, etc. (See formula.)



Banana Pound Cake

Wage-Hour Regulations

(Continued from page 19)

ecutive," "administrative" or "professional" definitions.

For practical purposes, this means that employers may segregate their salaried employees who receive \$55 a week or more into two groups for determining the applicability of the "executive," "administrative" and "professional" types of "white collar" exemptions. Group I would comprise employees receiving at least \$55 a week, but less than \$100 a week. To these, the employer must apply all the other-than-salary tests of the pertinent definitions. In Group II would be employees receiving at least \$100 a week, to whom the new shortened tests can be applied.

Text of Revised Regulations

The full text of the revised regulations, with each definition followed by a brief note pointing out the major changes from the former regulations, follows:

● **Executive**—(Section 541.1) — The term "employee employed in a bona fide executive . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee—

(a) whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or subdivision thereof; and

(b) who customarily and regularly directs the work of two or more other employees therein; and

(c) who has the authority to hire or fire other employees or whose suggestions and recommendations as to the hiring or firing and as to the advancement and promotion or any other change of status of other employees will be given particular weight; and

(d) who customarily and regularly exercises discretionary powers; and

(e) who does not devote more than 20% of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (d) of this section: Provided, That this paragraph (e) shall not apply in the case of an employee who is in sole charge of an independent establishment or a physically separated branch establishment, or who owns at least a 20% interest in the enterprise in which he is employed; and

(f) who is compensated for his services on a salary basis at a rate of not less than \$55 per week (or \$30 per week if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging or other facilities:

Provided, that an employee who is compensated on a salary basis at a rate of not less than \$100 per week (exclusive of board, lodging, or other facilities), and whose primary duty consists of the management of the enterprise in which he is employed or of a customarily recognized department or subdivision thereof, and includes the customary and regular

direction of the work of two or more other employees therein, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "executive" definition, above, are (e), which relates non-exempt work to the "executive's" own duties, rather than to nonexempt work generally, and limits his non-exempt work to 20% of "his hours," instead of the hours of the subordinate employees of the "executive," as were the requirements in the former definitions; and the new pro-

vision that the 20% nonexempt work test need not be applied to the "executive" type of employee who owns at least 20% interest in the enterprise in which he is employed.)

● **Administrative**—(Section 541.2) — The term "employee employed in a bona fide . . . administrative . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee:

(a) whose primary duty consists of the performance of office or non-manual field work directly related to management policies or general business operations of his employer or his employer's customers; and

(b) who customarily and regular-

ly exercises discretion and independent judgment; and

(c) (1) who regularly and directly assists a proprietor, or an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), or

(2) who performs under only general supervision work along specialized or technical lines requiring special training, experience or knowledge; or

(3) who executes under only general supervision special assignments and tasks; and

(d) who does not devote more than

"Make it better—and sell more of it"—



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Practically everybody eats bread. (Recent surveys published revealed that only 1.2 per cent of the people answering, reported eating no bread at all.) But few people eat enough bread . . . regularly!

We must make them *want* to eat more bread . . . sweet-goods . . . and every baked

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Uniform fermentation is a key to good volume, grain, texture and flavor. That's why bakers must use the finest fermentation

JOE GREGOR OPENS NEW BAKESHOP

AVON PARK, FLA.—Joe Gregor, who last year sold his formula for Brown 'n Serve rolls to General Mills, Inc., Minneapolis, and closed his bakery, is now again in business with a bakeshop here. He specializes in wedding and birthday cakes.



Member

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20% of his hours worked in the work week to activities which are not directly and closely related to the performance of the work described in paragraphs (a) through (c) of this section; and

(e) who is compensated for his services on a salary or fee basis at a rate of not less than \$75 per week (or \$200 per month if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging or other facilities:

Provided, that an employee who is compensated on a salary or fee basis at a rate of not less than \$100 per week (exclusive of board lodging or

other facilities), and whose primary duty consists of the performance of office or nonmanual field work directly related to management policies or general business operations of his employer or his employer's customers, which includes work requiring the exercise of discretion and independent judgment, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "administrative" definition, above, are in (a), which clearly states a primary duty test, and in (d),

which relates the "administrative" employee's nonexempt work to his own duties, and sets forth a non-exempt work limitation based on "his hours" of work similar to this test for the "executive" employee.)

● **Professional**—(Section 541.3)—The term "employee employed in a bona fide . . . professional . . . capacity" in Sec. 13 (a) (1) of the act shall mean any employee:

(a) whose primary duty consists of the performance of work—

(1) requiring knowledge of an advanced type in a field of science or learning customarily acquired by a prolonged course of special-

ARNOLD BAKERS SPONSOR FAYE EMERSON TV SHOW

NEW YORK—Arnold Bakers, Inc., has assumed sponsorship of the "Faye Emerson Show," Monday night television series over WCBS-TV. The show stars Miss Emerson and features guest stars of stage, screen and radio, and is said to have one of the highest audience ratings on television. The addition of the Emerson show brings Arnold advertising expenditures to a new peak, according to Paul Dean Arnold, president of the baking corporation.

Get bigger sales with better baked goods

ingredients they can buy. They need strong, steady fermentation . . . the kind they can depend on. The kind that helps them control changing conditions.

Fermentation is Fleischmann's business, too

The Fleischmann Laboratories have devoted years of research to give you the finest quality yeast

Over three quarters of a century has been devoted by the makers of Fleischmann's Yeast to the perfection of fermentation ingredients . . . ingredients that are dependable in quality and performance, and contribute to the reliable production of *top quality* baked goods. That's why Fleischmann's Yeast has enjoyed such an outstanding record for quality.

What is Fleischmann quality? Fleischmann quality means Uniformity, Purity, Hardiness, and Strength in the yeast. Not just words . . . but the hard-won results of

research . . . and constant manufacture and laboratory control.

For example, yeast uniformity. Yeast so standardized that it gives you uniform fermentation day after day, always acting with the same vigor and speed in your dough so that the changes you make in fermentation time will produce the *expected* results.

As one step in securing uniformity, each pure culture is started from a single cell, which is isolated by means of a special micro-manipulator under the high-powered microscope, as illustrated.



Besides helping you control changing conditions, an ever-uniform yeast helps you bake to your type of market. For with dependable fermentation, you can give customers the kind of baked goods they want.

In 1950, as for over 80 years, every facility and service of the makers of Fleischmann's Yeast will be devoted towards safeguarding *fermentation—your business and our business.*

In Fleischmann's distribution, fast and frequent delivery gives you fresh yeast of uniform quality.



Yeast — *always "busy" in the dough*
NEVER FLASHY...NEVER SLOW

ized intellectual instruction and study, as distinguished from a general academic education and from an apprenticeship, and from training in the performance of routine mental, manual or physical processes, or

(2) original and creative in character in a recognized field of artistic endeavor (as opposed to work which can be produced by a person endowed with general manual or intellectual ability and training), and the result of which depends primarily on the invention, imagination or talent of the employee; and

(b) whose work requires the consistent, exercise of discretion and judgment in its performance; and

(c) whose work is predominantly intellectual and varied in character (as opposed to routine mental, manual, mechanical or physical work) and is of such a character that the output produced or the result accomplished cannot be standardized in relation to a given period of time; and

(d) who does not devote more than 20% of his hours worked in the workweek to activities which are not an essential part of and necessarily incident to the work described in paragraphs (a) through (c) of this section; and

(e) who is compensated for his services on a salary or fee basis at a rate of not less than \$75 a week (or \$200 a month if employed in Puerto Rico or the Virgin Islands) exclusive of board, lodging, or other facilities: Provided, that this paragraph (e) shall not apply in the case of an employee who is the holder of a valid license or certificate permitting the practice of law or medicine or any of their branches and who is actually engaged in the practice thereof:

Provided, that an employee who is compensated on a salary or fee basis at a rate of not less than \$100 a week (exclusive of board, lodging or other facilities), and whose primary duty consists of the performance of work either requiring knowledge of an advanced type in a field of science or learning, which includes work requiring the consistent exercise of discretion and judgment, or requiring invention, imagination, or talent in a recognized field of artistic endeavor, shall be deemed to meet all of the requirements of this section.

(Note: In addition to the increased salary level and new shortened test at the end, the major changes in the revised "professional" definition, above, are found in (A), which clearly specifies a primary duty test, and in (D), which relates nonexempt work to the "professional" employee's own duties and limits the nonexempt work to 20% of "his hours," as do the revised "executive" and "administrative" definitions.)

(Continued on page 69)

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET
THAT AT LEAST 6%

DAIRYLEA*

Non-Fat Dry Milk Solids

will improve your bread 6 ways

- 1—Flavor
- 2—Nutrition
- 3—Texture
- 4—Appearance
- 5—Color
- 6—Better Keeping Qualities

Add it to your formula for greater yields and increased sales.

Inspected — Protected — Tested

DAIRYLEA

Non-Fat Dry Milk Solids

DAIRMEN'S LEAGUE

COOPERATIVE ASSOCIATION, INC.

11 West 42nd St., New York 18, N. Y.

*Reg. U. S. Pat. Off.



Second Annual "Bakers' Forum" Set for April 25-26

LOS ANGELES—The second annual "Bakers' Forum," sponsored by the Allied Trades of the Baking Industry of Southern California, will be held April 25-26 at the Rodger Young Auditorium, Los Angeles, according to a recent announcement by Charles Burgess, Standard Brands, Inc., president.

Convention chairman is Bob Shipp, Sugar Products Co. Session chairmen are Art Pion, Swift & Co.; James Dougherty, Procter & Gamble; Al Larson, Wesson Oil & Snowdrift Sales Co., and Fred Bleuel, C & H Sugar Refining Co.

The major portion of the forum will be devoted to "the baker's greatest problem today, sales," with some time given to all-over management problems, according to Mr. Shipp. No production subjects will be discussed as such.

Four sessions will be held with sales, promotion and merchandising subjects comprising the whole of three sessions. The remaining session will cover such business and management problems as costs and industry trends.

The three sales sessions have tentatively been set up as follows: "What your customer wants," as covered by leading home economists; "Telling your customer that you have what she wants and selling her," in which various phases of advertising and promotion such as window display, means of effective advertising, packaging and other related subjects will be discussed; "Selling your customer when you have her in the store," a compact comprehensive review of sales fundamentals for salesgirls.

Repeated from last year and planned as an annual event will be the awarding of a cup for products adjudged best in the following classifications: cake, pie, cookies, coffee cake, decorated cake.

Committee chairmen are: Chester Ornes, Hobart Sales, arrangements; Ed Zilly, Peerless Yeast Co., bakers' display; Ernie Hoelzle, Standard Brands, Inc., registration, and Philip Seitz, Western Baker, publicity.

Further program details will be announced. The secretary of the association is Philip Seitz, P.O. Box 272, 1209 Carlton Drive, Glendale 5, Cal.

—BREAD IS THE STAFF OF LIFE—

J. A. DAMASKA APPOINTED TO DURKEE SALES POST

CLEVELAND—The appointment of J. A. Damaska as manager of sales and distribution of Durkee's margarine and Durkee's salad products in Pennsylvania has been announced by Elmer L. Weber, general manager

of the Norwalk, Ohio, division of Durkee Famous Foods.

Mr. Damaska, who will make his headquarters in Pittsburgh, formerly was a representative of Standard Brands, Inc., in the same territory. He has had wide experience in the food products business.

—BREAD IS THE STAFF OF LIFE—

PENNSYLVANIA BAKERS HEAR C. I. GREEN SPEAK

PITTSBURGH—C. I. Green, district manager, General Mills, Inc., addressed the Retail Master Bakers Association of Western Pennsylvania Jan. 11 at South Vocational School, baking division. Mr. Green was introduced by A. Steinmetz, Steinmetz Bakery, Carnegie, program chairman, the topic being Brown 'n Serve rolls and pastry. An exhibit of rolls and pastry, all Brown 'n Serve, baked, packaged and sent by bakers in the Tri-State territory, encountered a lively pro-and-con discussion, during and after Mr. Green's address.

"The packaging of these products attractively is essential to success in selling them. At present one Pittsburgh bakery is selling 65,000 packages weekly. All over the country these products are benefiting the baking industry. Newspapers and national magazines have given pages of free advertising to this new bakers' product, Mr. Green stated.

G. Maseizik, Pure Food Bakery, New Castle, the new president of the Association, presided and introduced as new members Stephan M. Grayshot, Grayshot Bakery, Monongahela, and William S. Henderson, Henderson Bakery, Beechview.

Paul Hornung, Hornung Bakery, Steubenville, Ohio, told of his success in making and selling mayonnaise cake.

103 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.



HEIDE

• GENUINE
ALMOND
PASTE

- MACAROON PASTE
- KERNEL PASTE
- MARSHMALLOW CAKE FILLER
- FONDANT ICING

HENRY HEIDE
INCORPORATED
NEW YORK N. Y.

**CAKES
and
PASTRIES**

**LOOK
better**

**TASTE
better**

**SELL
better**

WHEN MADE WITH



**BAKING
PRODUCTS**

Dry Yeast is Here!



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN

BAKERY MERCHANDISING

Shooting Under Par in Bakery Advertising

Both Advertising and Golf Have Simple Fundamentals—Learning and Putting Them Into Practice Will Go a Long Way Toward Improving Your Game and Your Bakery's Profits

By K. B. Arrington
Caples Co., Omaha

THERE are many parallels between golf and advertising—there are more dubbed shots in advertising than there are shots straight to the pin, and there are more dub advertisers than expert advertisers. I wish to discuss advertising among bakers, and especially among house-to-house bakers—there are many dub advertisers in this category.

I hasten to assure you that this criticism is aimed fully as much at myself as at you, because for nearly 12 years house-to-house bakery advertising was my primary responsibility. During that time I learned a lot about advertising that doesn't pay its way.

Every golfer can testify that there are at least a thousand and one ways to shoot over a hundred, and as one who has labored long in the vineyards of advertising, I can assure you that there are at least a thousand

sure you would be very reluctant to accept a brand with which you had no familiarity and for which you could feel no confidence.

Let's illustrate briefly what the power of familiarity has accomplished in advertising and selling. Here are the names of the leaders in three quite different merchandise fields: Coca-Cola, Luckies, Camels and Chesterfields, and Ivory.

I could not say for certain whether or not Coca-Cola is the best of the carbonated beverages, whether

the chemical analysis is purer, tastier, higher quality, or in any way superior as a thirst quencher to any one of dozens of other brands available in the market. But I do know two things about Coca-Cola, however: I know that it is the best-known brand of carbonated beverages—in other words, the most familiar, and I do know that it is the best-selling brand.

Similarly, I do not know by any objective measuring stick that Luckies, Camels and Chesterfields are definitely superior to or of better quality than many other brands of cigarettes, but again I do know two things about these brands: I know first that they are better known—that is more familiar than any other brands, and I know second that they are the best-selling of all brands.

The same is true of Ivory soap. It may or may not be superior to other similar soaps, but it is very definitely both the most familiar and the best-selling brand.

In other words, quality being comparable, the product which is most familiar is almost inevitably the best seller. In this fact lies the key to better advertising—it is really that simple.

I think I should digress long



enough to point out that when I speak of advertising today, I am speaking about advertising of grocery products and especially of bakery products, because there are some differences when we consider, for example, the advertising of automobiles or of industrial products.

Familiarity Is Basic

But at least with consumer products of the grocery-bakery type, familiarity is the basic objective we must accomplish in order to make our advertising effective. As in golf with the three key parts of the swing, advertising has three components which, if performed correctly, will assure effective results. They are the ingredients which are necessary to build familiarity, and these three ingredients are: impact, continuity and repetition.

Let's talk briefly about impact—what it means—and how we get it. Suppose I should suddenly come down among you and sock one of you on the jaw. What would happen? First of all, I am sure you will agree that the impact of my fist on someone's jaw would draw immediate attention, regardless of the previous activity and state of wakefulness or sleepiness of the person whose jaw I attacked.

Basically, that is what impact does. It focuses attention, and that is the first most important thing which all advertising must do. If there is any question in your mind about the importance of focusing attention, a few minutes in your own home will convince you of the terrific importance of impact in advertising.

Browse through a few of the hundreds of magazines which filter through the mails to American homes every week and every month—browse through the pages and pages of newspaper advertising—twirl the dials of your radio or television sets and get a quick idea of the hundreds of products begging for the attention of the housewife. Walk through any grocery store and see the thousands of products on the shelves, all clamoring for Mrs. Housewife to see and buy them.

Advertising which does not have impact, dooms the advertiser and his product just as much as a faulty grip dooms the golfer.

There are many ways of getting impact, and we cannot possibly dis-

EDITOR'S NOTE: The accompanying article is the essential text of an address on the value and proper application of advertising for the baker, delivered by Mr. Arrington before the house-to-house branch session of the American Bakers Assn. convention in Atlantic City last fall.

and one ways to shoot well over par in advertising, too.

The object in the game of golf is to get the ball from the tee to the cup in the minimum number of strokes. Advertising has a similar purpose, which is to sell a maximum quantity of merchandise at a minimum of cost. There is one basic selling principle through which advertising accomplishes this purpose. That principle is familiarity, and I want to dwell for a moment on this word and its meaning.

Familiarity is the most powerful selling weapon you can possibly use, because it is a basic principle of human nature that we accept what is familiar and reject what is unfamiliar. If you go into a drug store to buy a tube of tooth paste, there are probably several brands which will be acceptable to you because their names are familiar, but I am



JORDAN FIRM HONORED—Officials of the Jordan Baking Co., Tacoma, Wash., are shown above with the monthly "better bread" award for top quality bread recently presented to the company by the Quality Bakers of America Cooperative, Inc., New York. Standing is Anthony J. Tosic, superintendent. In the bottom row, left to right, are W. J. Casteel, sales manager; Joe Kehoe, Pacific Coast representative for QBA, and Arthur K. Jordan, owner and president of the Jordan Baking Co. Mr. Jordan said the award was judged on 10 quality considerations and had been named best among almost 90 brands submitted. The Jordan company told its customers about the award with an advertising campaign built around the slogan, "An Orchid to the Lady Who Serves Jordan's Bread!" Outsiders carried orchids printed on them during the campaign, and dealers featured counter displays, including artificial orchids.

cuss all of them, but—let's touch upon them lightly.

The first and most obvious way is with large space, full pages and double spread ads in the newspapers for example, which by their very size, command at least fleeting attention. Unfortunately, most of us cannot afford that kind of impact, and it may be of some satisfaction to realize that even this is not enough, if the message misses the mark so far as Mrs. Consumer is concerned. Another device is the use of small black ads, peppered through a few pages of the newspaper, and another is the use of illustrations and/or headlines so definitely pointed to Mrs. Consumer's problems that her interest is immediately aroused.

Impact Is a Must

The important thing to remember is that, one way or another, an ad or an advertising campaign that starts without impact, or continues without impact, is doomed to failure and will only add to the graveyard of advertising failures.

Now let's look briefly into the second important advertising ingredient—continuity. I think it is important to point out that "running an ad" does not constitute an advertising campaign, and many bakers have told me, "Oh, yes, we tried advertising once, but it didn't work out for us." You do not build familiarity with one newspaper ad, or with one radio program, or one billboard, or one car card, or one road sign. Familiarity is built only over a long period of time.

The average baker has a very naive approach to advertising. He suddenly decides, as he calls it, to "run an ad." When immediate results do not follow, he decides that the experiment is a failure and doesn't "run another ad" until he is in the mood again. Advertising applied this way, no matter how good the illustrations or copy may be, is just throwing away money. Someone has said that we need not so much to be informed as to be reminded, and this is most definitely true with respect to the American housewife. She may have heard of your product once or twice, or a dozen times, but only constant, continuous reminders make it and keep it familiar to her to the point where she accepts it and is willing to buy it. If you cannot advertise consistently and continuously, I say to you in all frankness—do not advertise at all, because you will not accomplish your purpose.

The Third Ingredient

The third important ingredient of advertising is repetition. Some of you may remember days of the little red schoolhouse, when teaching was by rote—when the teacher and the pupils repeated various facts until they were fixed in their memories. There is probably not a man in this room who doesn't remember that Christopher Columbus discovered America in 1492, although of all the useless facts with which a man can clutter his mind, this is probably as useless as any.

Yet we, who are in the business of selling and advertising, can learn a very useful and profitable lesson from the little red schoolhouse. A few months back, a national advertiser spent many thousands of dollars to run a full page ad in color in many of our national magazines, and in that ad did not even include the name of his own brand. The ad was for an automobile, and except for the picture of the car itself, the only clue to its identity in the entire ad was

(Continued on page 31)

Five-Fruit Bread Offered to Bakers On Franchise

"Sun Loved California Fruit Bread," a bread baked with five fruits, is now available to bakers on an exclusive franchise basis. The formula for this new and different bread calls for nearly one-quarter pound of fruit in every loaf, selected from dates, oranges, lemons, apricots, peaches, prunes and raisins.

Backed by one of the most extensive advertising and merchandising campaigns ever put behind a specialty loaf, this new bread has aroused considerable interest among leading wholesale and home service baking plants from coast-to-coast, promoters of the loaf say. Franchises for the exclusive baking and sales rights for the loaf are being allocated.

Sun Loved California Fruit Bread derives its intriguing and appetizing name quite naturally, the lessor states since all of the fruits used in the loaf are essentially California fruits. A special blend of golden bleached raisins is supplied.

Blend of Fruits

The addition of a blend of fruits, other than raisins, in the baking of bread, is an entirely new baking procedure, it is pointed out. Since practically all of the fruits have a different moisture content, it was necessary in the development of the fruit mix, to perfect a patented process whereby a balance would be effected, and this moisture content be reduced to a minimum through dehydration without impairing the flavor of the fruits. The fruit mix is added in a dried nugget form, without soaking or preparation. It is said to be easy to handle.

Nationally Syndicated

The fruit bread and its development as a nationally syndicated loaf is a joint project of W. Donald Dunkle who, as general manager, heads the enterprise and E. Langdon Cast, proprietor of Garden of the Setting Sun, date and tropic fruit packers of Mecca, Cal. Mr. Dunkle is well known in the baking industry for other bread programs introduced during the past 17 years, such as "Honey-Krushed Wheat Bread," "Hollywood Bread" and others.

Lester S. Timmins is in charge of solving the technical and production problems of the fruit bread as baking consultant to California Fruit Bread, Inc. Mr. Timmins is nationally known in the baking industry as one of the top practical production men in the country, and has been associated with Paul H. Helms for a period of 27 years. Mr. Timmins recently retired from the position of vice president and plant manager for Helms' Bakeries of Los Angeles.

Merchandising Services

The Sun Loved California Fruit Bread program offers a total of 33 different advertising and merchandising services to the independent or chain baker sponsoring the program. In addition to 16 pieces of point-of-sale material, lithographed in seven colors, the program comprises the use of five major advertising mediums for promotion of the loaf: Radio, television, newspapers, outdoor posters and house-to-house distribution. All of these mediums are used and paid for in their entirety by California Fruit Bread, Inc. A new departure is the setting up for all franchise holders, of sales contests with awards of merchandise

Good Health to You!
With **BAKER'S NAME**
FRUIT BREAD
Today at Your Grocers!

BAKED WITH 5 DELICIOUS FRUITS
DATES! RAISINS! ORANGES! LEMONS! APRICOTS!
NEARLY 1/4 POUND OF FRUIT IN EVERY LOAF!

FOR A HEALTHIER, HAPPIER FAMILY
serve Sun Loved California Fruit Bread

California Fruit Bread is the bread for every member of your family! Children love its deliciously different, fresh, fruit-filled flavor. They enjoy it because of their natural fondness for fruit juices and jams... it doesn't take them long to learn the "spread is in the bread." Flattering appetites suddenly come to life... school lunches become an anticipation of eating pleasure, and Mothers can be certain they will be relished to the very last, "excellent bread" it is so good... and so good for them.

California Fruit Bread—baked for breakfast brings an entirely new taste treat for the entire family! This low, crinkled bread, baked with 5 delicious non-rimmed fruits, seals a one-quarter pound of fruit in every loaf, waits to perfection. The mouth-watering combination of its fruit-filled, wholesome goodness, coupled with the downright enjoyment of crunch, golden crust, has no equal for stimulating palates, early morning appetite. It's a one-man to suit every day with a smile in your heart!

California Fruit Bread—with "Sunshine in Every Slice" lends exciting novelty to sandwiches and other appetizing tidbits prepared for between-meals snacks. As a base for hot or cold meats it is incomparable. Its delicious fruit complement, cherries, peaches and spreads... creating the most flavorful and unusual taste-combinations.

Buy a Loaf Today! Let your family enjoy its tempting, fresh, fruit-filled flavor. You'll agree it's the most delicious bread you've ever tasted!

BAKED EXCLUSIVELY BY **BAKER'S NAME**
Fresh at Your Grocers Today!

	Calories	Protein	Carbohydrate	Fat	Fiber	Water	Minerals	Vitamins
1 slice	45	2.0	10.0	0.5	0.5	15.0	0.1	0.1
2 slices	90	4.0	20.0	1.0	1.0	30.0	0.2	0.2
3 slices	135	6.0	30.0	1.5	1.5	45.0	0.3	0.3
4 slices	180	8.0	40.0	2.0	2.0	60.0	0.4	0.4
5 slices	225	10.0	50.0	2.5	2.5	75.0	0.5	0.5
6 slices	270	12.0	60.0	3.0	3.0	90.0	0.6	0.6
7 slices	315	14.0	70.0	3.5	3.5	105.0	0.7	0.7
8 slices	360	16.0	80.0	4.0	4.0	120.0	0.8	0.8
9 slices	405	18.0	90.0	4.5	4.5	135.0	0.9	0.9
10 slices	450	20.0	100.0	5.0	5.0	150.0	1.0	1.0

For that exhilarating feeling that "it's fun to be alive"...
that exciting thrill that comes with the relish of good health, let your whole family enjoy **CALIFORNIA FRUIT BREAD**—the loaf that has everything for everybody!

It's new—it's different...
It's not only the tastiest, most satisfying, most thoroughly delicious bread you've ever eaten, it's brim-full of important vitamins, minerals and carbohydrates, recognized as being essential to vibrant, active well-being and the maintenance of your good health.

Sun Loved California FRUIT BREAD

PACKAGED CAMPAIGN—A packaged advertising campaign using all media is available to bakers accepting the franchise for "Sun Loved California Fruit Bread." The illustration above shows the type of newspaper advertising the organization has developed.

prizes for the routemen, supplied by California Fruit Bread.

Many new innovations have been included in the program, the firm says—one example being the beautifully lithographed outdoor posters. Instead of the practice of other syndicated campaigns, that of using a black and white overlay across the bottom of the board for the local baker's identity, the California Fruit Bread posters feature the local baker's brand name with "top-billing"—in a distinctive, blending overlay at the top of the poster, creating the effect that the poster is completely designed for his exclusive use, the organization points out.

Other modern methods have been incorporated throughout the entire program, in the use of the various media, that reflects the utmost in present-day advertising and merchandising techniques, it is said.

Active franchise allotment has continued into recent months, principally since the loaf's introduction at the Baking Industry Exposition in Atlantic City. During the month of December, five complete programs were installed in Idaho Falls, Idaho; Spokane, Yakima and Tacoma, Wash., and in Portland, Ore. Bakery plants in Fresno and San Luis Obispo, Cal., have baked the loaf for four months, and other bakers will open shortly with the program in Los Angeles, San Francisco, Oakland and San

Diego, Cal.; Las Vegas, Nev.; Roanoke, Va.; Grand Rapids, Mich., and La Salle, Monmouth and Galesburg, Ill.

The direction of national franchising is under Mr. Dunkle's guidance, with headquarters offices located at 672 S. Lafayette Park Place in Los Angeles. Berne J. Ellis, bakery packaging and merchandising authority, has been named director of service, with offices in Chicago. Eastern offices will be opened in New York City this year—to better service bakery franchise holders on the eastern seaboard, the organization says.

NATIONAL CHERRY WEEK IN FEBRUARY



Plans for an extensive nationwide red cherry promotion during National Cherry Week, Feb. 15-22, have been completed, according to Edgerton Hart, executive secretary of the Red Cherry Institute, Chicago. The campaign includes advertising in the Saturday Evening Post, publicity in newspapers throughout the country and point-of-sale material. Window streamers are available for bakers who feature cherry pie during the week.

3 BAKER FLOURS



that give

*baking consistency
that's hard to beat.*

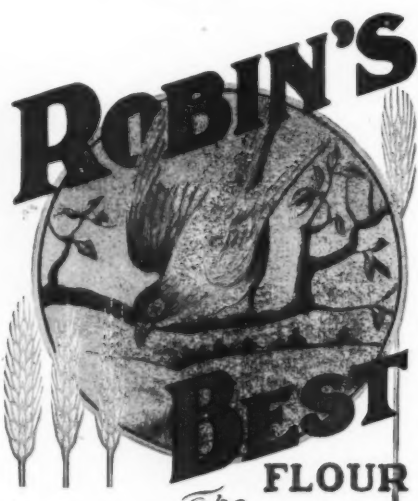
TEA TABLE

OVENSPRING

BIG VALUE

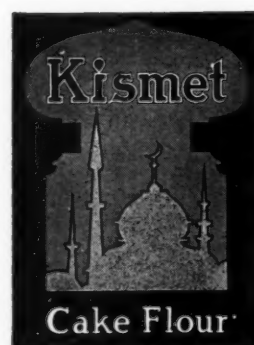
THE WEBER FLOUR MILLS CO.

SALINA, KANSAS



The
ROBINSON
MILLING COMPANY
SALINA, KANSAS

FOR BAKERS

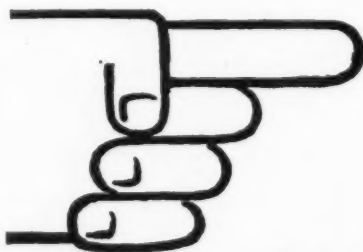


Standard of Quality

NOBLESVILLE MILLING COMPANY
INDIANAPOLIS 9, INDIANA

HERE'S A GREAT BREAD BUILDER

Bread builder extraordinary—that's **BUFFALO** flour. Its quality is firmly based on scientific wheat selection and mill processes that are expertly controlled from wheat to finished product. **BUFFALO** is a choice standard patent, dependable always for finer, tastier bread.



THE WILLIS NORTON COMPANY Wichita, Kansas
Quality Millers Since 1879

Personnel Development Programs

By Gus W. Campbell

EVERY progressive industry in America is today giving high priority to the subject of personnel development. Personnel development is of vital concern to every individual for it has to do with people, and people form the keystone in the arch of production and distribution.

As owners and managers of a business, small or large, you know that the production and distribution of your products depends upon three basic factors—equipment, ingredients and people.

All three are vital. You must have the best in ovens, machinery, delivery trucks and all kinds of equip-

ment. You must obtain and use the highest quality of ingredients. It is the third factor—people—that make the other two work and obtain the results you want.

EDITOR'S NOTE — The accompanying article on personnel development programs comprises the essential text of an address given by Gus W. Campbell, president of Gus W. Campbell Associates, New York, at the recent convention of the American Bakers Assn. in Atlantic City.

ment. You must obtain and use the highest quality of ingredients. It is the third factor—people—that make the other two work and obtain the results you want.

It is because industry, for the most part, has long neglected this third element that we now must give it immediate and important emphasis. Up until now, industry generally has neglected its people at the time of their selection, and even after they put them on the payroll. To a wide extent, our people, like Topsy, have just been allowed to grow up.

Perhaps one could build a good case as to why emphasis had to be placed on the other two factors first. At any rate, the significant fact is that modern business is rapidly and surely changing its thinking about the importance and development of people.

Formerly, until the amazing results in production during World War II, nearly all business operated on this principle: Management hires—hopes worker will learn—places responsibility on learner.

Today, the concept has changed to: Management hires—insists worker be taught and developed—responsibility rests on management.

People Make Profits

Management has come to recognize that people, more than things, make profits. Modern executives know that a carefully selected and well-trained employee is their greatest single asset. They are aware, too, that there exists a direct relationship between the cost and quality of production and distribution and the kind of selection and training.

That's why, in general terms, personnel development looms so importantly in the thinking of today's business executives.

But let's turn from business in general to the baking industry—and to you.

I assume that most of you own or manage a business—small or large as the case may be. Some of you I am aware have personnel development plans under way; others do not. Why is it that more bakeries do not have a soundly built personnel development program?

The reasons, as I have gathered

from some of you, are as follows: Some do not realize just how much benefit they could get from a good personnel development set-up; others don't know too much about it so feel it would be a difficult thing to start and carry on; still others would like to get started but aren't sure of the best way to do so.

The purpose of this article is to offer you from experience in a variety of businesses a few practical suggestions. It is my hope they will help you see that a personnel development plan, soundly built, will be of great value to you and that it is a rather simple and easy thing to do.

What benefits could you get? Keep

in mind that, although as a boy I worked for a couple of years in a bakeshop, I don't know much about your problems first hand. So the following list is the result of talks with some of you, with some of your supervisors, and other sources. I hope these problems are realistic enough so you'll recognize that they exist, if not in your company at least in your competitors:

(1) I am told that in some bakeries the per unit cost is too high both in production and sales.

(2) Some bakeries have too much labor turnover.

(Continued on page 33)

Greater—which means safer—fermentation tolerance of the doughs.

Doughs that are handled more efficiently through makeup equipment.

Smooth production flow which means labor savings.

Vita-Plus

DEHYDRATED WHITE CULTURE

BROLITE COMPANY

Producers of Valuable Ingredients for Bakers

2542 Elston Avenue

225 Fourth Ave.
New York City 2, N. Y.

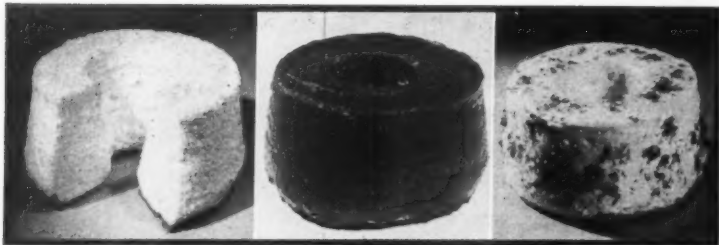
621 Mission St.
San Francisco 1, Cal.

518 First Ave., North
Seattle 9, Wash.

Chicago 47, Ill.
685 Greenwood Avenue, N. E.
Atlanta 6, Ga.

4128 Commerce St.
Dallas, Texas

"Ask the
Brolite man"



Left to right: Angel Food, Spice Angel Food and Lime Angel Food

Fleischmann Offers Angel Food Cake Promotion Kit

The Fleischmann division of Standard Brands, Inc., has announced an angel food cake merchandising kit which is available to bakers through representatives of the organization.

"Light, delicious angel food cake is a favorite any time of the year," the Fleischmann division said in announcing the kit. "Successful bakers have been building profitable business by featuring angel food several times throughout the year. To capitalize fully on the profit possibilities of angel food the baker must have a good product properly merchandised. This kit is designed to assist the baker to do just that."

Included in the kit are formulas for angel food, lime angel food and spice angel food cakes. Also included are easel-back cards in two sizes for counter display and window strips for use in promoting the particular items.

"For maximum sales angel food cake should be run as a special item frequently," Fleischmann suggests. "Utilize such media as newspapers, radio or television as well as the

point-of-purchase material in the kit."

Further merchandising and selling suggestions are included in the folder accompanying the kit.

—BREAD IS THE STAFF OF LIFE—

Full-Page Ad Introduces Rolls

The Zinsmaster Baking Co., Minneapolis, first wholesale bakery in the Twin City area to introduce Brown 'n Serve rolls in grocery stores, made the announcement public through the use of full-page newspaper advertisements in Minneapolis and St. Paul papers. In Duluth and Hibbing, Minn., and Superior, Wis., the Zinsmaster Bread Co. also used full-page newspaper space to promote the new Master Brown 'n Serve rolls in that area.

The Twin City ads contained photographs and testimonials of six local women who had home-tested the new Master Brown 'n Serve rolls before they were put on the market for general distribution. The style of this ad was similar to the full-page editorial-type advertisement which won national recognition for Zinsmaster late last year when it was chosen for publication in the Blue Book of Newspaper Advertising, published by the Bureau of Advertising, American Newspaper Publishers Assn.

At present the Zinsmaster company is distributing tea rolls and cinnamon rolls and expects to introduce other varieties as soon as initial testing is completed.

—BREAD IS THE STAFF OF LIFE—

Bakers' Association Develops Monthly Promotion Specialty

The Fall River (Mass.) Retail Bakers Assn. has inaugurated a promotional campaign among its members that is bringing a jump of 20 to 50% in sales of the spotlighted products. Each month one particular line of baked goods is pushed and a prize is awarded to the bakery producing the greatest variety of the product.

In November, when bread was featured, the public found itself treated to such specialties as soda bread, corn meal bread, Irish bread and many new kinds of rolls. Harry Wood, president of the association, said that many bakeries sold so much of the new items that they have added them as a regular line one or two days a week.

Layer cakes were the December feature and a wide variety of them were offered.

—BREAD IS THE STAFF OF LIFE—

New Odorless Paint Aids Bakery Modernization

The Hanscom Baking Corp., Long Island City, N.Y., with 75 retail stores in the metropolitan area, has solved a problem in the decoration of its

stores which is probably faced by most retail bakeshops—that of eliminating food-spoiling paint odors. With cleanliness a major consideration and frequent painting a practice, Hanscom paints its stores after closing in the evening and has them ready for operating by morning. The toxic odor of the paint, however, was picked up by the cream pies and pastries as well as cakes and cookies. Working conditions for employees were also difficult during the days following decorating. Customers who were annoyed by the odor voiced complaints.

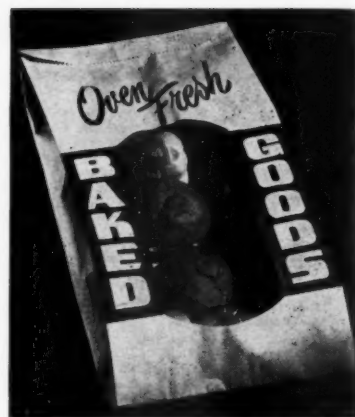
Recently, Hanscom was notified by its paint dealer that a new paint product, a completely odorless paint, had been developed and was being marketed by the Keystone Paint & Varnish Co. Hanscom purchased several gallons of the product and used it in one store. The complete lack of odor was heartily applauded by employees and customers and no trace of paint was detected in cakes which were tasted.

—BREAD IS THE STAFF OF LIFE—

Consumers Tell Bakers of "Faults"

PITTSBURGH—Louis Allsen, Swift & Co., program chairman, was in charge of the program for the Greater Pittsburgh Production Men's Club at an evening dinner session at the Hotel Roosevelt recently. Carl Sindel, Ertl Baking Co., presided, and presented Karl Wolfrum, Wolfrum Bakery, as a new member.

Mr. Allsen introduced five housewives from various sections of the city who had shopped bakeshops in their districts and also interviewed many housewife friends, on the faults and virtues of their local bakeries. While the ladies really "went to town" on the industry and its products, it was felt that "more praise



NEW CONTAINER—The new bag for prepackaging baked goods, shown above, sold under the trade name "PEK" (pronounced "Peek"), was recently introduced by the Union Bag & Paper Corp., New York City. The white kraft paper bag features a window of transparent film described by company officials as "a miniature showcase enabling customers to see what they buy." The bags are printed in three colors and are available in a range of standard sizes.

than fault finding of the bakeries and the products was given than expected."

The audience of more than 100 women agreed home baking had an edge on bakers because of "delicious smell when baking."

A larger variety and a smaller cake for packed school and factory lunches was advocated. Pies were too high priced, the women said.

William Giltenboth, Red Star Yeast & Products Co., secretary, was presented a brief case as a belated Christmas present by the club.

"Lady Orchid Cake" Kit Announced by International

International Milling Co., Minneapolis, has announced its "Lady Orchid Cake" promotion kit which is available to the baking industry and is designed as an "all-season boost to cake sales."

In addition to promoting cake sales, the company has suggested that the promotion will "stimulate over-all bakeshop sales during the days the promotion is held, increase store traffic and build lasting customer good-will."

Unique feature of the new bakery product is a small orchid with a vase lapel pin. The flowers are flown direct from Hawaii by air express specially for the individual baker's promotion. The orchids are purchased by the baker direct from the grower at a special price.

International points out the merchandising value of including an ac-

tual orchid with each cake due to the fact that "eight out of 10 American women have yet to wear their first orchid."

"The Lady Orchid Cake," the company says, "was specially developed for speedy shop production, yet is unique and distinctive. Symbol of the exquisite and aristocratic orchid, the cake is faintly golden in color and fine-textured. It is frosted with fluffy divinity in a colorful two-tone effect—the side of the cake is a delicately shaded orchid color, while the top is blanketed with snowy white frosting."

Included in the promotion kit available from International representatives is a manual outlining the merchandising and production plans for the promotion. Also included are counter cards, consumer order blanks, full-color posters, window streamers, sales clerk lapel cards, circular display posters, a newspaper ad mat service and sample newspaper publicity releases.

Suggestions for window and counter displays to use during the promotion are contained in the manual.



OLD VS. NEW LOOK—Functional styling prevalent in modern salesgirls' uniforms is emphasized in the uniform shown above at the right, contrasting the "Model T" necessary in 1917 (left) with the stylish uniform now demanded, with its skirt length prescribed by fashion. Useful pockets and apron have been added; poplin and embroidery are used for beauty. The Angelica Uniform Co., St. Louis, reports that uniform fashions have progressed from the "old look" through the "new look," to the "now look!"



Window Streamer Used with Lady Orchid Cake Promotion

Bakery Advertising

(Continued from page 27)

the slogan which said, "Ask the man who owns one."

Is there any man in this room who does not know what car was advertised? Of course, you all know that the car was Packard, and the reason you knew is that the slogan, "Ask the man who owns one" had been repeated and repeated and repeated to the point where practically every man, woman and child who can read identifies that slogan with the Packard motor car. Or, take the cryptic letter slogan LSMFT. There is hardly a school child in the U.S. who does not know that LSMFT stands for "Lucky Strike Means Fine Tobacco." Again, this familiarity was achieved by repetition, by repeating the slogan over and over and over and over in newspapers, in magazines, and on the air. That degree of familiarity could have been secured in no other way.

Repetition and Familiarity

The average advertiser changes his slogan and changes his advertising theme too quickly and too often. It is a good thing to remember that about the time you are getting sick and tired of your slogan or your advertising campaign, the general public is just beginning to get familiar with it. There have been more clever slogans than "Ask the man who owns one" and "LSMFT," but I am sure you will agree that there are few more familiar slogans. That familiarity could not have been achieved if the Packard Motor Co. and the American Tobacco Co. had insisted upon new slogans each year or every six months, as many advertisers do insist.

A Difficult Lesson

This is the most difficult lesson of all for the advertiser to learn. When your advertising manager or your advertising agency presents an advertising campaign to you, the campaign is not designed to please you but to sell the public, and the two are not synonymous. Likewise, the mere fact that you are tired of a particular advertising idea or campaign because you have seen it in planning stages, in proof form, and have eagerly looked for each insertion, does not change the fact that Mrs. Housewife has had only glimpses of it as a part of the hundreds, and thousands, and hundreds of thousands of appeals for her time and attention.

Yes, the fundamentals of advertising are just that simple—the basic problem: to build familiarity, and the basic tools being impact, continuity and repetition.

Specific Peculiarities

It is true, however, that just as every golfer has a different and an individual swing, so each business has certain peculiarities which mold and direct the type and nature of its advertising. This is true of the baking business as of any other. In the first place, baking is a local business. So far as I know, there never has been a nationally advertised brand of bread, and unfortunately, local advertising is always more expensive than national advertising, because it costs more to reach a thousand people through a local newspaper, for example, than it does to reach a thousand people through a national magazine.

This is a handicap with which we are automatically saddled and which

(Continued on page 58)

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



Advertising Displays Increased

According to studies made of merchandising activities by retail grocers since the war, there has been a tremendous increase in the use of advertising displays in their stores. By this we mean such things as wall posters, cards for use in goods displays, strips for windows and shelves, banners and other types of display materials.

Some wholesale bakers are taking advantage of this trend, but we believe that the industry could make still greater use of it. It is known that point-of-sale material is an extremely important part of food advertising. It reminds consumers when they are shopping of the other advertising they have seen about a product, thereby coordinating all forms of advertising. The cost of this type of advertising is not great, although its value is. That is particularly true of self-service stores, where the shopper is guided entirely by her own desires as to what merchandise she shall buy. It will pay wholesale bakers to review this part of their advertising activities carefully to see if it is as effective as it should be.

Active Inventories

There is a definite trend among retail grocers to keep their inventories at a reasonable, working level. They have learned that they can't make any money on that part of their investment which is tied up in slow-moving goods. Rapid turn-over is the very heart of profit-making in retail grocery stores.

From that standpoint, of course, baked goods are among the most profitable items for retail grocers.

There is no other item in their stocks with a more rapid turnover, or which requires a lower investment. During a year's period, the average grocer makes a very fair profit on his bakery department, with little possibility of loss.

These facts should be brought home to grocers at every opportunity. Bakery salesmen, of course, are the ones to do this, and sales training courses should be pointed in that direction as much as possible. Successful bakers are doing this constantly, and it would be to the benefit of all to follow this example.

The Bakers' Emblem

Every baker who has contributed to the Bakers of America Program should use the emblem of that pro-

gram as effectively as he possibly can. Millions of consumers see the advertising carried on by this activity, and cannot help but be impressed by it. The advantage to the local baker of connecting his business with this program should be obvious.

Unfortunately, however, some bakers simply neglect such cooperation. This hurts themselves and the program itself. Every time a consumer sees this emblem in a bakery it reminds her of the advertising program as a whole. Repetition is one of the most powerful parts of advertising, and from that standpoint alone the constant use of the emblem is valuable.

Care will be taken, of course, to see that the emblem is not misused. No baker should employ it who has not contributed to the program. That is as it should be. However, all bakers who have the right to use the emblem should do so as extensively as possible.

Brand Names Valuable

Well established brand names for their products are among the most valuable assets owned by wholesale bakers. It is their assurance for a steady demand for their products as compared with lesser-known goods. Quality of the product itself, together with adequate and intelligent advertising, are the means by which brand value is usually established.

We often wonder, however, if bakers take sufficient advantage of the selling power of such brands, especially in their relationship with retail grocers. A brand of bakery goods for which there is a steady consumer demand is a definite asset for all retail grocers. Such brands bring steady business into their stores, provide a good margin of profit at a minimum investment, and help sell other foods.

Bakery salesmen should be impressed with this fact so that they will always use it in their sales approach. It is one of the best reasons for inducing grocers to stock their goods. It also helps take such goods out of purely price competition. Any baker who does not take full advantage of the selling power of his brands with his retail outlets is overlooking one of his strongest sales appeals.

Packaging Importance Increases

According to many authorities in the food packaging field, greater and greater importance is being placed on the sales appeal of containers. From the very first, their value has been recognized as a protection for all types of foods, including bakery goods.

Packages have long since outgrown that single purpose, however, and their function as a sales medium is of equal, if not greater, importance. New ideas are constantly being de-

(Continued on page 54)

Methods That Sell to Women . . .

Promoting and Merchandising the Lenten Season

• By Dorothy Glenn



LENT and Easter give retail bakers another opportunity to display their talents. Not only may the baked goods take on new forms and new appeals, but promotion and merchandising ideas may be brought into full play.

Those homemakers observing the Lenten season must be on the lookout for new ideas in meatless meals. Other customers are searching for filling and satisfying foods for hearty, cold weather appetites. Shoppers are finding the answers to these problems, for many of your competitors are aggressively fighting for Mrs. Homemaker's attention.

Have you taken the time to consider just who these competitors are? The only way to win in any competitive play is to recognize and familiarize yourself with the weaknesses of your opponent. In the eyes of Mrs. Homemaker, you must meet the promotional efforts of many hundreds of companies.

Even in the staple items of bread and rolls, there are many shoppers who can and do resist your sales ef-

forts. For example, prepared mixes are increasing in popularity slowly but surely. Mrs. Homemaker is proud to serve hot, home baked breads as often as possible. She can and does do it with prepared mixes for biscuits, muffins, yeast rolls and corn breads. That takes its toll from every baker's sale of bread and rolls.

Frozen goods of various kinds have made fewer inroads into your sales, but many homemakers still prefer them to your goods for special occasions. When Mrs. Homemaker shops elsewhere for special occasion foods, you are losing highly profitable business.

The promotional efforts of new companies in the canned biscuit business is encouraging women to buy. Canned yeast rolls have started another bit of competition for you. The consumption of other canned breads is just another indication of the need for real promotional work to be done by the retail baker.

More and more, homemakers are being encouraged to buy all foods in

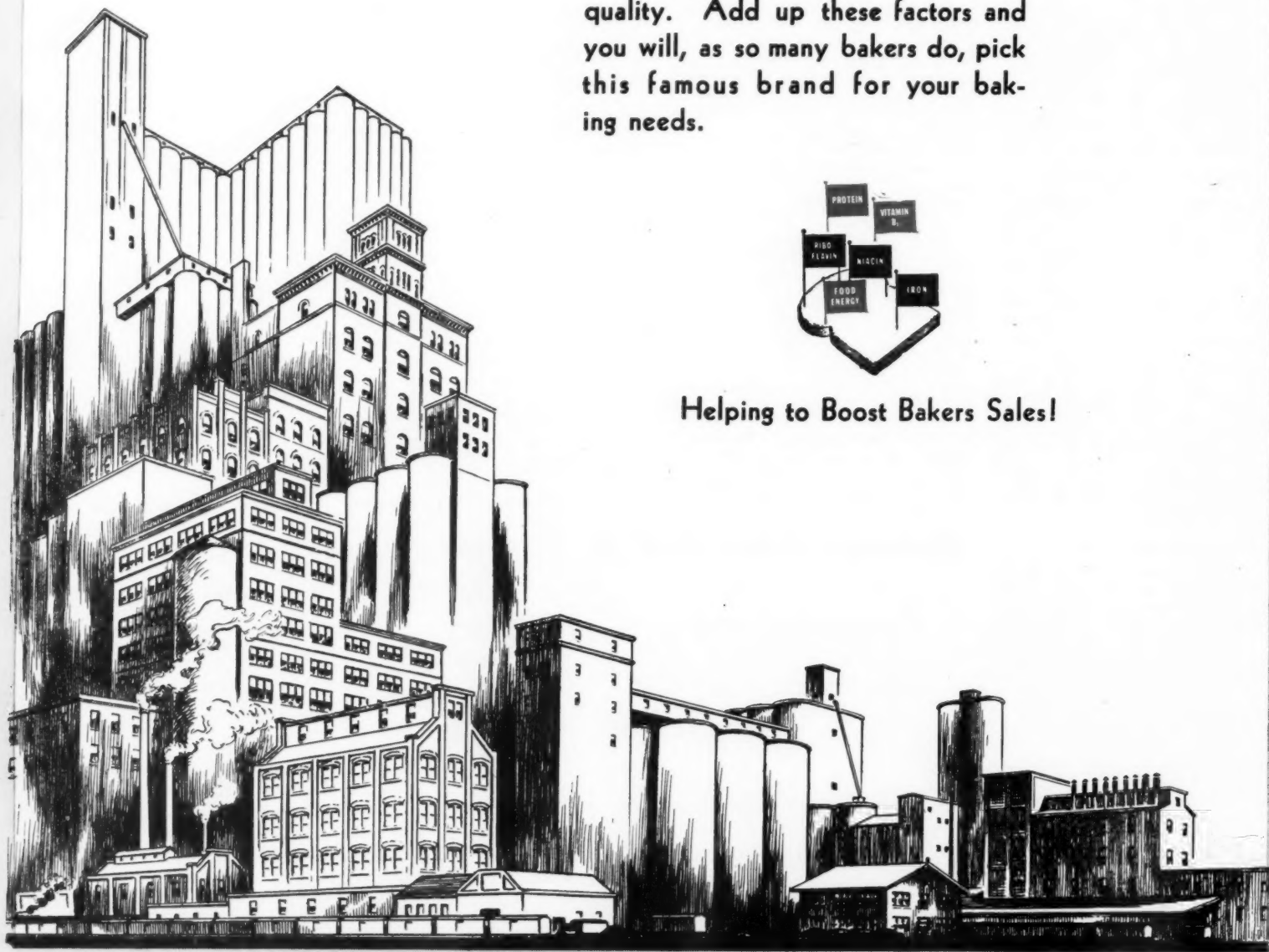
(Continued on page 55)



Acknowledged to be far above the average, HEART of AMERICA has proved its baking merits over many years. This superb flour is backed by expert milling, laboratory supervision, premium wheat of the highest quality . . . and most of all by our determination to make HEART of AMERICA a flour of outstanding quality. Add up these factors and you will, as so many bakers do, pick this famous brand for your baking needs.



Helping to Boost Bakers Sales!



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
 KELLY FLOUR COMPANY
 919 North Michigan Avenue
 Telephone: Superior 1053

BOSTON OFFICE:
 SEABOARD ALLIED MILLING CORP.
 1209 Statler Building
 Telephone: Hubbard 8340

Personnel Development

(Continued from page 29)

(3) Some supervisors tell me that sometimes employees fail to carry their full load of work—and that they tend to avoid responsibility.

(4) Both shop supervisors and route foremen say they don't always get as much cooperation from their workers as they'd like.

(5) I understand that employee gripes—and even formal grievances—appear more often than they should.

(6) The accident record in some shops and on some routes is not at a satisfactory minimum.

(7) Reports indicate that efficiency could be improved—in production or sales—or both.

(8) Some bakery officials have told me they have no plan for spotting key people and for preparing them to move into supervisory or management positions.

(9) Some supervisors say that not all new employees are interested in learning their jobs.

(10) I have been told that in some places the different levels of management do not always work closely together as members of the same team.

(11) I have heard it said that some route salesmen don't always handle their customers with a courteous, sales approach.

(12) And I've been told that sometimes company policies are slightly confusing to supervisors and nonsupervisors down the line.

Do these or similar problems and conditions exist? Do you have any like them? If you do, a sound personnel development program can help solve most of them for you. How do I know? Because it has helped solve similar ones in many other businesses—large and small. The solution to such problems represents the benefits and values you can get.

What kind of program should you have and how should you get it under way—if you do not already have one?

The successful experience of other companies makes two fundamental recommendations to you in determining the kind of program to set up.

(1) Any program, to be successful, must be tailor-made for your company. Every company is the same yet each is different—just as individuals are different—different in size, in tradition, in policies, in management, in kinds of problems. Small companies often make the mistake of copying a selection plan or a training policy just because it is used by a larger concern. This is almost always a fatal error. It is difficult

to wear the other fellow's suit without alterations. Make sure that any program is built for you.

(2) Top management must assume responsibility for the program and its follow through. When personnel development programs don't start at the top they are doomed to fail—almost inevitably they fall short of their objectives.

The difficulty with training or development programs is that every level of management thinks they are fine for the fellows down the line. The job of developing people must be thought of as a means of getting out the work better—of producing more

sales—and not just as a nice way to treat people. This realistic approach means that top management understands fully the program, why it is set up and what it consists of. Then, and only then, will it pay off in the right kind of dividends.

Three Steps to Take

It is fairly easy to build a good personnel development program. There are three major steps to take.

(1) Find out what you need.

Oftentimes when a company decides to develop its people, it reaches out and buys whatever programs are available on the theory that any-

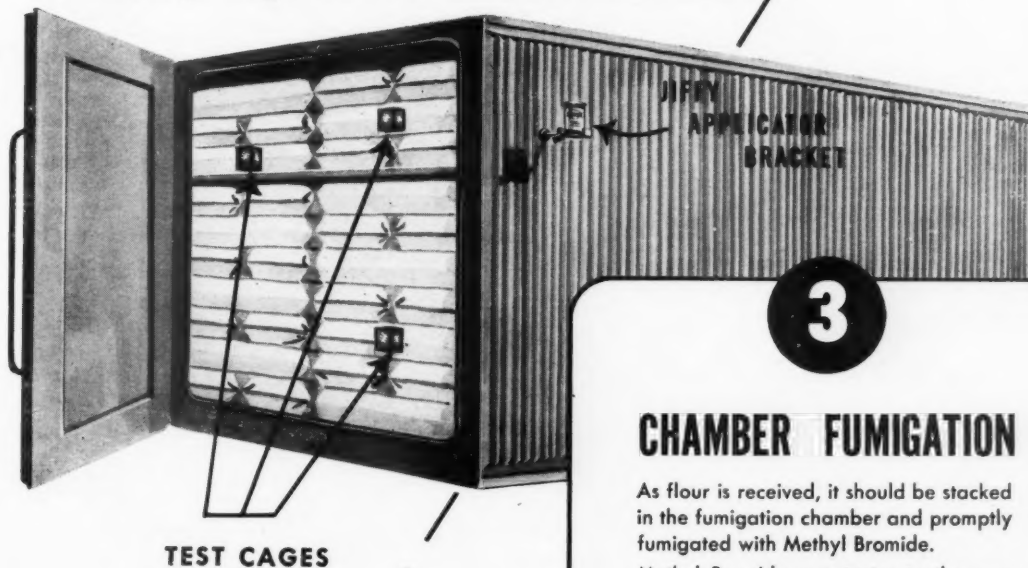
thing is better than none. This is unsound from every angle.

You wouldn't want a doctor to treat you for gall stones if it was an infected appendix that caused you to be ill would you? I suspect you'd rather have him examine you—locate the specific trouble—and then apply a specific remedy.

So it is with your business problems. Find out on your own or with professional help what your needs are. Where will a development program help. Define your problem—is it a sales problem—a supervisory or management question—or what? I'm simply asking you to do in the per-

An Ounce of Prevention

Fumigate with
Methyl Bromide BEFORE
Bakery Ingredients Become Infested



TEST CAGES

CHAMBER FUMIGATION

As flour is received, it should be stacked in the fumigation chamber and promptly fumigated with Methyl Bromide.

Methyl Bromide penetrates to the very center of the bagged flour, killing eggs, larvae and pupae, along with adult insect life.

After fumigation, the chamber can be aerated very rapidly and made safe for entry in one to two hours.

* Because of the increased interest on the part of Federal and State Health Authorities on the subject of bakery sanitation, this series of timely advertisements is presented in cooperation with Dr. Edward L. Holmes, Director of Sanitation, American Institute of Baking, as an aid to Bakers in their fumigation problems.

MICHIGAN CHEMICAL
Corporation
SAINT LOUIS • MICHIGAN

Available in 1 lb. cans and various size steel cylinders.



Use Pestmaster Methyl Bromide For Best Results



A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

NEBRASKA CONSOLIDATED MILLS COMPANY

1521 N. 16th St. OMAHA, NEBRASKA

sonnel field what you do every day in the bread shop—determine how many loaves you'll need before you prepare the dough.

(2) Draw up specific plans to meet your needs. There are only two ingredients in a good personnel development set-up. One is selection, the other is training. What selecting do you need to do? For management positions? For sales jobs? For shop workers? Write up a clear description of the jobs to be filled and of the kind of people you want. Decide who will do the interviewing of the candidates. Train him how to interview—and how to check his

judgment by testing men for their aptitudes.

Then make a plan for what training will help you solve your needs. Make up a training plan that will show you these things: (a) Who needs to be trained, (b) in what, (c) by whom, (d) by what date and (e) by what methods?

(3) Be sure your supervisors and foremen are trained in supervisory skills. You pay them to get results through people—see that they are skilled to do so.

They should know how to instruct their sales or shop people to do their jobs right. The day has passed when

any business has to put up with poorly trained workers. Today we know how to get a man to do a job correctly, quickly and with understanding and enthusiasm.

We know that it pays to give a man reasons for doing a job our way—not just order him to do it. We know you can't get a man to do the job your way just by telling him, or even by showing him. People don't learn how to do a job from listening to you talk, or from reading a letter or book of instructions, or from watching a movie. That isn't the way a salesman learns how to handle customers, or a shop man learns how

to operate a machine. Not unless you tell or show him over and over again—and that costs money and causes too many mistakes.

The way to instruct is to explain and demonstrate, to use pictures and whatever other visual aids you can get to supplement your oral explanations, and to have the learner do the job under your instruction and supervision. Men learn, not from listening or observing, but from doing. Every supervisor should be trained in how to train, for that's his job to get the work done right.

Train your supervisors in how to hold meetings. Meetings furnish them with the most economical and effective way of instructing small groups of shop or route men in company policies, in handling new products, in adopting new methods.

Train them in the skill of handling people. Most foremen and supervisors have had little opportunity to develop this important skill. Yet once this skill is theirs, they will do much to prevent personnel problems and they'll solve them intelligently when they do come up.

Train them to talk effectively. A supervisor who can think on his feet and express himself clearly adds to his own confidence and increases his value to you. He then gives instructions clearly, corrects workers properly and represents his company more effectively before groups and individuals in and out of the business.

Train him to organize. Part of a supervisor's job is to plan his own work and the work of others. He also should know how to study the jobs under his supervision in order to organize them for efficiency. Training in how to observe jobs with an eye to improving methods will pay big dividends.

People Form the Keystone

In summation, I remind you that people form the keystone in the arch of production and sales. The purpose of a personnel development program is to make those people more productive.

I have endeavored to suggest that such a program, rightly built, holds many benefits for you. I have tried to point out that it is easy to get started—and that to start right you build on these two principles:

(1) Be sure the program is tailor-made for you.

(2) Make sure top management assumes responsibility.

Then to get under way, take these three major steps:

(1) Find out what you need.

(2) Draw up specific plans to meet your needs in selection and training.

(3) Train your supervisors and foremen in supervisory skills.

Don't hesitate to get started. The job of setting up an effective personnel development program is simple and important to you. I'm sure none of you will be like the old farmer who was interviewed on his 100th birthday. The reporter said to him: "Sir, it must be wonderful to live 100 years. You must have seen a lot of changes." The farmer replied: "By gosh, I hev. And I've been agin every one of 'em!"

—BREAD IS THE STAFF OF LIFE—

BAKER NAMED MAYOR

HAMILTON, ONT. — Lloyd D. Jackson, head of Jackson's Bakery, Ltd., Hamilton, Ont., was elected mayor of that city for 1950 in the recent annual election. Mr. Jackson has been on the board of education for five years and also served this year as a member of the board of health.

"PROTECTION is the CORNERSTONE of Packaging"

Says

CHARLES L. BARR

(President, Packaging Institute)

The most attractive package in the world cannot do a good job if it fails to protect. That's why men who help to develop sales-winning packages always stress the importance of product protection.

Check the sales leaders in field after field and you will find well-engineered packages . . . and over and over again, you will find a Riegel paper inside. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging . . . papers that can be relied on for smooth performance on modern high-speed machines.

Tell us your needs, and we believe we can offer you a paper that will do your job . . . efficiently and economically.

RIEGEL PAPER CORPORATION

342 Madison Avenue, New York 17, N.Y.

Riegel Tailor-made Papers for
Protective Packaging



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Peak Performance
BACKED BY
Superior Service

PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING
& ELEVATOR COMPANY

General Offices: DENVER, COLORADO

LONGS PEAK
AND NYMPH LAKE
COLORADO ROCKIES

EVERY STANDARD MILLING
COMPANY PLANT HAS THIS
MODERN SANITARY PROTECTION

INFESTATION DESTROYERS AT WORK

How your flour is protected from infestation

... batteries of Infestation Destroyers like these treat wheat before it is ground—treat the flour before it goes into bulk storage—and still again the flour is protected by these destroyers as it is drawn from storage to be packed in bags for delivery.

Now you get "Standard" quality and "Standard" uniformity with the added safeguard of infestation control.



STANDARD MILLING
COMPANY
BAKERY FLOURS



GENERAL OFFICES: CHICAGO 6, ILLINOIS

Feuchtenberger Firm Acquires Rich-Loaf, Inc.

BLUEFIELD, W. VA.—The Feuchtenberger Baking Corp. has incorporated a seventh bakery into its organization, Rich-Loaf, Inc., a wholesale baking firm at Portsmouth, Ohio. Announcement of acquisition of the new plant followed confirmation by the board of directors of the two corporations of the original agreement worked out by officers of the two firms.

L. E. Richardson, president of Rich-Loaf, announced that his company was "happy" to turn over the bakery to the Feuchtenberger interests. The latter company started in Williamson, W. Va., in 1918; came to Bluefield in 1923; expanded to Pikeville, Ky., in 1931; to Grundy, Va., in 1936, and to Paintsville, Ky., and Ashland, Ky., in 1944.

The growth and expansion of the firm has been greatly accelerated in the last few years by the complete modernization of the bakeries at Bluefield, Grundy, Paintsville and Ashland, and the construction of new plants at Pikeville and Williamson.

Mr. Richardson said his company will take no part in the management of the Portsmouth branch of the Feuchtenberger company. R. G. Brunton, resident manager at Portsmouth, will continue actively with the new company and it was announced that no changes in personnel or policy will be made at the present time.

L. D. Feuchtenberger, Jr., general manager, said the Ashland and Portsmouth bakeries will give a complete market coverage for Feuchtenberger bakery products in the Ohio Valley area, including Huntington, W. Va.,

Ashland, Ironton, Ohio; Portsmouth and Maysville, Ky. Acquisition of the bakery also will increase the distribution of the "Betsy Ross" cake and pie varieties now baked at the Bluefield Cake Kitchen.

No immediate change is planned in the "Rich-Loaf" bread brand name now being used in the Portsmouth market.

—BREAD IS THE STAFF OF LIFE— CONTINENTAL ADDITION

GARY, IND.—A two-story brick building, 54 ft. by 120 ft., is being added to the present quarters of the Wonder Bakeries, owned and operated by the Continental Baking Co.,

New York. The cost of the addition is \$90,000. A wrapping section and sales rooms will occupy the new space, at 2148 West 10th.

—BREAD IS THE STAFF OF LIFE— MOHAWK VALLEY BAKERS ELECT THOMAS BAZAN

UTICA, N.Y.—The Mohawk Valley Bakers Association elected Thomas Bazan as president for the current year at a meeting in Coluzza's. He succeeds Raymond A. DeCuffa.

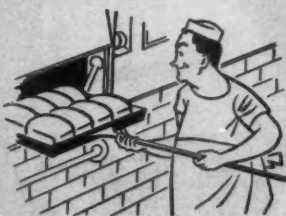
The association also elected these additional officers: Vice president, Jerome Rosenblum; recording secre-

tary, Dale Pardi; corresponding secretary, Thomas Watkins; treasurer, Arthur Evans; financial secretary, Richard Riecker.

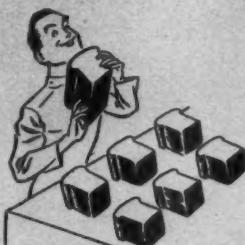
Michael Domka was named chairman of the board of directors which includes Orville Wells, Arthur Evans, Charles Vogel and F. Carl Barth. The installation was conducted by Mr. Vogel, who recently was elected vice president of the New York State Retail Bakers Assn. Mr. Vogel was honored at a testimonial dinner Feb. 1.

Mr. Barth was appointed chairman of events for 1950. Plans are under way for a Valentine party, picnic and clambake.

With 6% Breadlac
in your formula . . .



You are assured top quality bread. Doughs and loaves are continually tested in the Borden Experimental Bakery. Nonfat dry milk solids that do not meet Borden's rigid standards are never sold as Borden's Bakery-Tested Breadlac.



You get marked improvement in the protein content of your bread since the protein in milk complements the protein in wheat flour. 6% Breadlac improves crust and crumb color. You get fine, even grain.



You get a larger increase in dough yield. Furthermore, baking loss and cooling loss are considerably reduced. With 6% Breadlac, your extra yield of bread will give you a lower cost per pound.



You get, in your bread, a concentrate of the parts of milk which are the most important from the nutritional standpoint. And you get bread that looks and tastes better!



Hold Everything!

We know that costs are giving you a hard time these days . . .

But if you're tempted to cut ingredients that add to the quality of your products—stop!

That's like cutting off your nose to spite your face!

Nobody can maintain a good substantial business with low-quality products.

We think you will agree with us that for the long haul it pays to give your customers a bread that tastes good, a bread with creamy crumb color, a bread that slices and toasts well.

So, don't skimp on nonfat dry milk solids.

And to be certain you get quality nonfat dry milk solids in every barrel, always ask your jobber for Borden's Bakery-Tested Breadlac. Breadlac is tested in a bakery test that is a test!

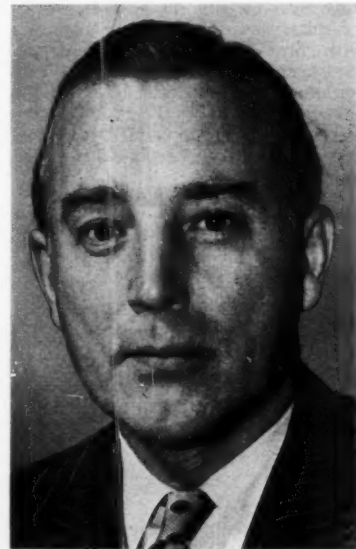
Remember! Use 6% for best results. Tell your customers—who are becoming more nutrition-minded—that the quality nonfat dry milk solids in your bread adds protein, vitamins, minerals . . . makes your bread more appealing, tastier and nutritious.

© The Borden Co.

Borden's BREADLAC

SPRAY-PROCESS NONFAT DRY MILK SOLIDS **BAKERY TESTED** FOR BAKERS

The Borden Company, 350 Madison Avenue, New York 17, N. Y.



Charles N. Crittenton

LEVER EXECUTIVE—Charles N. Crittenton, sales manager of the Pepsodent division of Lever Brothers Co., has joined Lever in New York as sales manager of the company's bulk edible department. Mr. Crittenton will report directly to W. W. McKee, Lever vice president in charge of sales. Mr. Crittenton will have charge of sales for the Lever vegetable shortenings manufactured for the baking trade. In his new post, Mr. Crittenton will be located at Lever's general offices, 80 Varick St., New York City.

Virginia Plans Nine-Month Bakers' School

STAUNTON, VA.—Virginia's first Cooks and Bakers School will open at the Woodrow Wilson Technical School here in the early spring, Richard B. Keeley of Richmond, chairman of a joint committee sponsoring the facility, has announced.

A class of 16 students, with Sgt.

Peter J. Kerensky, now of Camp Lee, as instructor, will begin training in March or April, Mr. Keeley said. The opening date depends on Sgt. Kerensky's discharge from army service. He now is an instructor at the Camp Lee Army Quartermaster School.

A curriculum for the nine-month course was approved at a recent meeting of the committee in Richmond. The school will be operated under the state education department.

Tuition has been set at \$15 a month and room and board at \$45 a month, Mr. Keeley said.

The study course provides 1,500

hours of instruction in all types of cooking and baking, maintenance and housekeeping, planning and purchasing, accounting, food service and storage, and brief training in personnel and selling methods.

Establishment of the school will realize a project which has been advocated by the Virginia Hotel Assn. for at least 10 years, Mr. Keeley said. Among other organizations represented on the sponsoring committee are the Virginia Restaurant Assn., the Virginia Bakers Council and Virginia Dietetics Assn., the Virginia Chamber of Commerce, and the State Department of Education.

FRED D. PFENING CO. DISTRIBUTOR FOR TOTE

BEATRICE, NEB.—The Fred D. Pfening Co., Columbus, Ohio, has been designated as exclusive distributor of Tote System equipment for the baking industry throughout the U.S. and Canada, with the exception of the West Coast, according to a recent announcement by Thomas E. Adams, Jr., president of Tote System, Inc.

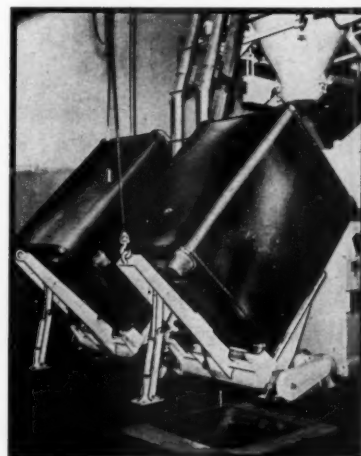
Tote System manufactures a semi-bulk flour handling system utilizing the Tote Bin, an aluminum container capable of holding 3,000 lb. of flour; the Tote Spinner and the Tote Jolter, for use in loading the bins, and the Tote Tilt, a discharge apparatus.

A number of bakeries are already Tote System users. Among them are the Zinsmaster Baking Co., in both the Minneapolis and St. Paul plants; the Hansen Baking Co., Seattle; Jacobsen Bakeries, Spokane, Wash.; Interstate Baking Co. in both Omaha and Kansas City plants, plus a number of others in operation and soon to be in operation, the firm reports.

Frank J. White, the "father" of the Tote idea, is actively associated with Tote System, Inc., at its home plant in Beatrice, Neb. Mr. White was engaged for 32 years in the flour milling business and formerly general superintendent of the Fisher Flouring Mills Co., Seattle.

The heart of the Tote System is the Tote Bin of which the standard size is 42 in. by 48 in. by 68% in. This aluminum container has a tare weight of 225 lb. The bin is portable with a content of about 74 cu. ft., and stands on 4-in. legs which permit the use of pallette trucks or standard fork lifts for easy handling. The four corners at the top of the bin are reinforced to make possible high piling and thus conserve warehouse space.

All Tote System equipment is manufactured at the Beatrice Steel Tank Mfg. Co. plants in Beatrice, Neb. Tote System, Inc., is a wholly-owned subsidiary of the Beatrice company with Mr. Adams as president and treasurer of both concerns. All Tote equipment will be distributed to the baking industry by the Pfening company, which has expanded personnel and plans to insure adequate and thorough contact.



IN OPERATION—Two Tote Bins are shown above in operation at a bakery installation, angled to 45 degrees in position for discharging on Tote Tilts. Screw conveyors aid in discharging the flour and serve as valves.

—BREAD IS THE STAFF OF LIFE—

BRANCH WAREHOUSE PLANNED

TORONTO—Christie's Bread, Ltd., plans to open a branch warehouse in Galt, Ont.



BETTER
CAKES
in all
VARIETIES
are
BAKED
with....
TRU-FLO!

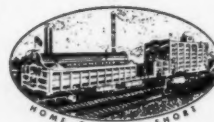


Bake all your cakes—in any variety—with TRU-FLO—for outstanding quality appeal. With their finer, lighter texture, smoother finish, and icings that stay soft and dry without sticking, TRU-FLO cakes take top selling position in your market. Their richer flavor and on-the-table freshness delight the entire family.

Let the HACHMEISTER cake expert show you how TRU-FLO gives your cakes an outstanding quality and sales appeal.

TRU-FLO *for Quality Cakes Exclusively*

HACHMEISTER-INC. PITTSBURGH, PENNSYLVANIA



GOOCH'S

BAKERY

FLOUR

Needs No Blending To

make **GOOD** *bread*



GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5000 Cwts.

Elevator Space 2,100,000 Bus.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Flash heat in the oven is a possible cause for white pan bread bursting on the side. True or false?
2. The pH of a good cake flour is around 5.40 to 5.80. True or false?
3. When a baker uses iodized salt in his doughs the quality of the bread will be injured. True or false?

4. When the milk solids content in bread is increased it becomes necessary to increase the diastatic ingredient content in the doughs. True or false?

5. Best results are obtained, when cooking lemon pie fillings, by adding the lemon juice after the filling has been cooked. True or false?

6. Cooked stabilizers are often added to meringue for pies in order to prevent it from weeping. True or false?

7. The proper temperature at which to store malt syrup is at about 85-95° F. True or false?

8. In order to increase the spread of fruit bars it is a good idea to increase the sugar content in the formula. True or false?

9. In a devil's food formula which calls for sweet milk and sour milk is used instead, there will be a great possibility that the color of the crumb will be adversely affected. True or false?

10. Invert syrup and honey both contain about 40% moisture. True or false?

11. To obtain a more pronounced reddish brown color in chocolate cakes it is a good idea to add a small amount of red fruit color to the batter. True or false?

12. The use of low pressure steam in the oven has no effect on the volume of the baked bread. True or false?

13. A corn starch wash is often used by bakers to produce a gloss on rye bread and plain rolls. True or false?

14. To eliminate the sticking to the pans of cookies, high in sugar content, it is a good idea to grease the pans with a shortening and flour mixture. True or false?

15. When adding vinegar to a straight dough, as a rope preventive, it is usually added with the water, before the flour is added. True or false?

16. When a dough brake is used for making bread, the dough should be run through the brake at least 25 times for the best possible results. True or false?

17. When making refrigerated rolls, the temperature of the refrigerator should be maintained at about 35° F. and the relative humidity at about 75%. True or false?

18. To prevent raisins on the top of cookies from becoming quite hard and dry during baking, they should be soaked in vegetable oil and drained thoroughly before they are used. True or false?

19. Most bakers when making rye bread use patent flour in the formula. True or false?

20. More tender meringue kisses can be produced by using 3 lb. sugar to a pint of egg whites instead of 2 lb. True or false?

*Many successful bakers
are following these guideposts
to increased profit!*

**SUBSTANTIAL PAYMENTS
RECEIVED REGULARLY**

**FIRM SALVAGE PRICES
FOR MONTHS AHEAD**

**RELIABLE DEALER
NEAR YOU**

STURDY COTTON BAGS

Hundreds of successful bakers, the country over, are profiting from the use of cotton bags. They're stronger (the only type used for export). They're easier to handle, stack, and store! They have high resale value to reliable Bag Buyers the country over—and, if you are a retail baker, to housewives . . . across the counter and door-to-door. Check today with your mill supplier for details on nation-wide Cotton Bag Salvage Plan.

TEXTILE BAG MANUFACTURERS ASSOCIATION

611 Davis Street

Evanston, Illinois

Cloth Bags



Gallatin Valley Milling Co.

MONTANA

Flours and Grain

D. R. FISHER, Mgr. BELGRADE, MONT.

*Buy and Sell
Through*

WANT ADS

... in ...

THE AMERICAN BAKER



Every

Seal You Use HELPS

National Society for Crippled Children and Adults, 11 S. LaSalle St., Chicago 3, Ill.

BIG

PERFORMANCE FLOUR

Also Available Enriched—Saving the Baker Time,
Trouble and Risk

Produced Under Scientific
Control in the Southwest's
Largest Mill



KANSAS FLOUR MILLS COMPANY

(Incorporated in the State of Missouri)
KANSAS CITY, MISSOURI

The Bakers Club of Chicago

BACK in 1907 half a dozen enterprising bakers in Chicago had an idea that through the formation of a club, they could better serve the industry and the consumer in the promotion of quality products and service.

As time went on, through the assistance of the allied tradesmen serving these bakers, many other bakers wanted to join with the club in carrying out the original ideas. So, in 1934

By L. A. Williamson
Past President
Bakers Club of Chicago

the state of Illinois granted the Bakers Club of Chicago a charter as a nonprofit corporation.

At that time the by-laws were revised and the Bakers Club of Chicago

became a trade and industry organization. The objects of the club as stated in the by-laws were:

"The objects of this club shall be to bring into closer relationship bakers and others allied to the Baking Industry, and generally all who are engaged in or interested in the profession of baking; and further to develop and promote among the public at large and within the Baking In-

dustry a better understanding of its problems and service."

During the fall of 1940, the board of directors called in several members of the baking and allied fraternity to review and submit plans for the further expansion and growth of the club, with the result that the

EDITOR'S NOTE: The accompanying article outlining the history as well as the present day operations of the Bakers Club of Chicago is reprinted by special permission from the December, 1949, issue of Club Management, the national monthly trade journal of the Club Manager's Association of America. It was written by L. A. Williamson, Red Star Yeast & Products Co., Chicago, who served as first president of the club in its present enlarged and expanded operations.

membership was changed to include all branches of the baking industry, including the allied trades. The growth of this splendid club was instantaneous, for today the membership totals well over 600, and the membership encompasses all segments of the baking, milling and the

(Continued on page 56)



IN ANSWER to your Many QUESTIONS about
*MILK In BREAD--Here are the ANSWERS!

■ BOWMAN UPC* non-fat dry milk solids is a specially processed dry milk powder for highest quality baking.

■ Scientifically controlled, PRECONDITIONING assures the baker complete uniformity of baking results.

■ BOWMAN UPC* incorporates quickly—thoroughly—right in the mixer. No messy premixing required.

■ Normal fermentation gives doughs full flavor development. Doughs are smooth and soft—they handle perfectly through makeup—no excessive binding action.

■ Doughs prove up to full volume—bake out to beautifully colored, full volumed loaves.

■ Plenty of BOWMAN UPC* in bread adds highest nutritive value and that rich good-to-eat quality that assures consumer satisfaction.

■ BOWMAN UPC* is the quality dry milk solids preferred by bakers for easy control of uniform quality baking results.

upc
BOWMAN DAIRY COMPANY
140 WEST ONTARIO ST., CHICAGO 10, ILL.

*BOWMAN UPC, non-fat dry milk solids PRECONDITIONED with not more than 1.25% specially treated cereal flour.



Louise K. Buell

CLUB MANAGER—A great measure of the credit for winning national recognition for the Bakers Club of Chicago goes to Mrs. Louise K. Buell, manager of the club. She has taken a very active part in the affairs of the Club Manager's Association of America and rarely misses a meeting of the Chicago district group of club managers. Through these contacts she has gained much knowledge as well as new ideas pertaining to club management and in turn has contributed considerably to programs of both of these organizations.

**EVERYTHING
FOR THE PIE BAKER**
Crust Rollers — Rimmers
Automatic Pie Machinery
COLBORNE MFG. CO.
CHICAGO, ILL.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

Your Style

MULTIWALL

Paper Bags

MADE BY

Fulton



FULTON IS GEARED to give you complete bag service in both Textile and Multiwall bags. Call on us.

Whatever your Multiwall requirements may be—pasted or sewn bottom, open mouth or valve—Fulton makes them in every size.

The Multiwalls we are turning out are winning compliments on every hand for their clean cut appearance and uniform high quality of workmanship. Try Fulton on your next order for Multiwalls—set your own standards for quality—see for yourself that Fulton Multiwalls measure up.



Fulton

BAG & COTTON MILLS

ATLANTA * ST. LOUIS * DALLAS * KANSAS CITY (KANS.) * DENVER
MINNEAPOLIS * NEW ORLEANS * LOS ANGELES * NEW YORK

Ringing

the Baker's

Doorbell

George B. and Lillian G. Roberts have opened a new retail bakery at 4157 Morrison Road in **Denver**.

The Babke Pastry Shop has opened another branch at Broadway and 80th St., **New York**. The new, modern quarters use glass extensively with glass brick walls and an all-glass

entrance on the corner. A smorgasbord luncheon preview was held recently which also stressed the shop's feature, babke.

The Donaldson Baking Co., 42 S. 4th St., **Columbus, Ohio**, has registered with the Ohio division of securities 850 shares of 5% cumulative pre-

ferred stock, par value \$100, to be sold at \$100 a share.

Bakery department operations of the **Fond du Lac, Wis.**, A&P Super Market will be expanded when the store, now at 15 Court St., relocates early in March to quarters at 33 E. First St. The chain store has taken

a 10-year lease on the building which is being remodeled and will provide about twice the space occupied at the old site. The new store will be under the management of W. G. Gress, present store manager.

Mrs. Dora Schwebel, president of Schwebel Baking Co., **Youngstown, Ohio**, has purchased a 4½-acre site of vacant land at Lake Park Road and Midlothian Blvd., **Youngstown**. Some reports say that the company plans to build a modern \$300,000 plant on the site.

The Sanitary Bakery, 535 Forest St., **Wausau, Wis.**, formerly operated by Alex and Albert Stieber and Albert Blume, has been sold to Edwin J. Petrowski, owner of the Land-O-Lakes Bakers, 103 Grand Ave., **Wausau**, and will be operated as a subsidiary of the latter concern. Mr. Petrowski states the plant will be renovated and improved with more modern equipment, but will continue manufacturing its same line of bakery goods.

The Dixie Cream Donut Shop has been opened at 420 Plum St., **Erie, Pa.**, by Earl O. M. Weeks. It does both a wholesale and retail business.

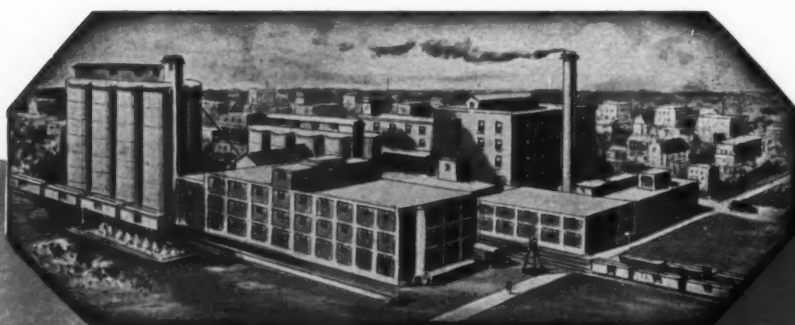
Alexander's Sebring (Fla.) Bakery is the name under which the Muff Pastry Shop will be operated. G. H. Alexander and Marshall Anderson recently purchased the bakery from Anvil Muff. The bakery was owned and operated by the Muff family for 32 years.

Fischer's Bake Shop is a new business opening at 7423 Collins Ave., **Miami Beach**. It is owned and operated by Isidore and Frieda Fischer, former operators of the Savory Bake Shop, 1684 Alton Road.

The Felix Holding Co., **Daytona Beach**, has been granted articles of incorporation and will engage in bakery production. L. Borkowski, Louis

Rex • Charm LEADERS IN BAKING QUALITY

The characteristics wanted in top notch baking flours vary over the years as mechanical improvements and knowledge of baking science expand. But there is one thing unchanging—that's the quality tradition which stands behind REX and CHARM. From the early days of the century to today, these standards of craftsmanship have been zealously maintained. That's why REX and CHARM are such a wise choice for any baker.



J. F. IMBS MILLING CO.

420 Merchants Exchange
St. Louis, Mo.

Capacity 3,800 Sacks

Wheat Storage 400,000 Bush.

Mennel

Quality, Uniformity,
Laboratory Control

HOSTESS
SUPERCAKE

Special
Cake Flours

The
Mennel Milling Co.
TOLEDO, OHIO - U.S.A.

Mennel



You've got a bit of growin' to do, sonny. It takes lots of skill, training, and experience to be a good fighter, to be a good salesman. Chase Salesmen are thoroughly trained experts in the bag business . . . as it applies to your business. They are supported by more than one hundred years of experience in supplying better bags for American industry and agriculture. Do you want better protection? Do you want improved appearance? Do you want a container that is designed for your specific needs? All these important points add up to increased sales! Check with us today. Your Chase Salesman will promptly contact you . . . and you'll be glad he did!

Bags for all industry and agriculture



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BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
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OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK. • SAN FRANCISCO

- cotton bags of all kinds
- Topmill burlap bags
- paper & Multiwall bags
- Saxolin open mesh bags
- combination bags, liners, and specialties.

Ossinsky, Sr., E. G. Mueller and Dya B. Felix are the incorporators.

Operating under the name of LaFe Bakery, Mr. and Mrs. F. C. Holtsclaw of Miami have opened a bakery in Clewiston, Fla.

Three brothers, Russell, Lester and

DIXIE LILY

A flour without n equal anywhere
Plain and Self-rising

THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Ben Brock, all experienced bakers, have opened Brock's Bakery on Market St. in Marianna, Fla. All new equipment has been installed.

Mr. and Mrs. W. E. Noble have opened a bakery at 213 N. Third St., Leesburg, Fla.

Leo Freisinger recently opened a retail bakery, the Gold Cup, on Ventura Boulevard in Sherman Oaks, Cal.

The Star Bakery, Iola, Kansas, has moved into its new home at 103 E. Madison. Its new quarters contain about the same number of square

feet as its former plant at 211 N. Jefferson, but the space is arranged more advantageously so that production can be streamlined. Breads, cakes and other goods are now in production, according to James Farthing, manager.

Carl Schmitt, president and general manager of Helgath's Bakery, 521 Sycamore St., Buffalo, announced that his firm has been incorporated with an authorized capital of \$128,000. The corporation will be known as Helgath Bakery, Inc. Mr. Schmitt is the son-in-law of Joseph Helgath, former operator of the business. He has been

associated with the firm for 18 years, having recently been made a partner and general manager. The president also announced that no change is contemplated in the type or conduct of the business. He said he expects the firm to expand and hire additional employees.

Hough Bakeries, Inc., Cleveland, has reopened its Shaker Square Store at 2750 S. Moreland. Fire destroyed the former store in that location.

John Horn, formerly of New York City, recently assumed operation of the bakery in Smith's Market at 42nd and Figueora, Los Angeles.

The Royal Town Bakery is a recent installation operated by Barney Thompson and Phil Rosenheim at 9135 W. Pico, Los Angeles.

Rudy Schissel is operating the bakery concession in the new Peerless Food Market at Pico and Roxbury, in West Los Angeles.

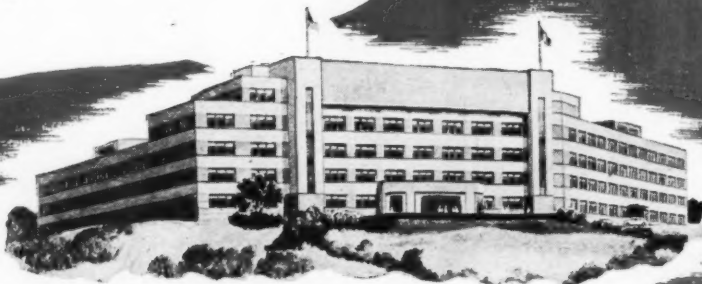
John Audia has sold out his bakery business at Fernie, B.C.

Norman Biehler, owner of Biehler's Bakery, Hamburg, N.Y., announced plans to erect a \$500,000 shopping center in Hamburg this year, providing parking area for more than 250 cars. Mr. Biehler owns extensive business interests in Hamburg in addition to his bakery operation.

The Bricker Bakery, operated in Madison by Louis Bricker for the past 10 years, has been sold to Elroy Dohmeyer, Milwaukee, who has been associated with his brother, Harold, in the Dohmyer Bakery, Milwaukee. Purchase price of the business is reported to have been \$35,000. Prior to coming to Madison, Mr. Bricker operated the Bricker Bakery in Milwaukee for 20 years. Mr. Dohmeyer was with the Milwaukee shop for 14 years.

A \$25,000 expansion program will be started by Kauffmans Bakery, Inc., 296 E. Ferry St., Buffalo, about May 1, it was disclosed by Max Freedman, company official. The program calls for erection of a plant addition which

NEW HOME OF RESEARCH LABORATORIES SERVING Sterwin Chemicals INC.



Sterling-Winthrop Research Institute

RENSSELAER, N. Y.

Located next to the giant Winthrop-Stearns plant at Rensselaer, N. Y. is the beautiful new home of the Sterling-Winthrop Research Institute. This impressive structure is among the largest and most modern laboratories of its kind in the country. Here, the Institute undertakes major research projects and acts as co-ordinator and clearing house for all Sterling Drug research activities.

STERWIN PRODUCTS RESEARCH

A large staff of scientists, using the most modern scientific equipment and methods, is continually striving, as a part of the Institute's broad research program, to improve existing Sterwin products and to develop new products and methods to aid the food industry in the production of better, more nutritious foods.

An outstanding contribution in the field of nutrition was the development of

B-E-T-S®, the original Bread-Enrichment Tablets, and the tablet method of enrichment which has saved millions of dollars for bakers. More recently, an exclusive process has been perfected whereby Iron in the highly assimilable form of Ferrous Sulfate is now incorporated with all other required nutrients in B-E-T-S... enabling bakers to provide more nutritious products to their customers.

Apply Sterwin Research To Your Production Problems

The broad research facilities at the command of Sterwin Chemicals and the "know-how" of Sterwin's Technically Trained Representatives are ready at all times to help you with practical assistance in your bread enrichment problems.



Member

Sterwin Chemicals INC.

Subsidiary of Sterling Drug Inc.
170 VARICK STREET, NEW YORK 13, N. Y.

Distributors of Sterwin products are listed by Special Markets-Industrial Division of Winthrop-Stearns Inc., and Vanilla Division of General Drug Co.



**WOLF'S
PREMIUM
FLOUR**

Milled for those who want only the finest baking qualities... from the choice of the nation's wheats.

An Independent Mill

**WOLF MILLING CO.
ELLINWOOD, KANSAS**

A Mark of Merit

SHELLABARGER QUALITY PROTECTION

Seal of Quality

The Shellabarger Seal is one of the nation's best-known marks of flour quality . . . a trade insignia that stands for a complete, a scientific, a modern flour service.

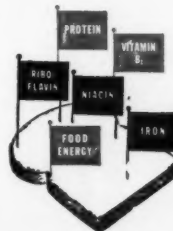
The kind of protection that the Shellabarger Crest offers is doubly valuable to a baker today. It is his guarantee of steady, dependable flour quality day by day through these times of unsettled markets, government edicts and the uncertainties of Mother Nature.

You can rely on this Shellabarger Protection.

SHELLABARGERS, INC.
SALINA, KANSAS

•
SOUTHERN SALES OFFICE
206 Broadway National Bank Bldg.
Nashville 3, Tenn.

IT TAKES a superlative flour to raise a loaf above the run of the market. Shellabarger Flours are that kind. Don't let cheap prices fool you. Flour is the big controlling factor that affects the quality of your bread. No baker can make a more serious mistake than to sacrifice the reputation of his product for the negligible saving price between a top notch and ordinary flour.





56TH AIB CLASS—Fifty-four students were enrolled early in January in the 20-week course comprising the 56th class of the American Institute of Baking, Chicago. The students come from 20 states and three Canadian provinces. In the illustration above are:

1st Row: Charles A. Wescott, Luther E. Hyder, George M. Kutje, John Harper, Jr., William A. Lavelle, Homer C. Loomans, Sven O. Nelson, Oren J. Rogers, Ernest C. Evans, Paul L. Pope, Victor Baga, Albert C. Carrion, Allan W. Pedden.

2nd Row: Richard S. Phillips, George R. Pankey, Ivan O.

Werner, Robert G. Livingston, Walter S. Palka, Albert C. Robinson, Albin C. Degenhardt, Henry C. Maier, Virgil P. Scardino, Joseph Schelling, Isaac Mishler, Archie D. Carpenter, Joe Diaz, Jr., Eugene W. Anderle.

3rd Row: Douglas H. Carpenter, Wilbur N. Niemi, Walter L. Roberts, Jr., Richard D. Ecklof, William Cook, Reginald A. Rix, Kenneth Ochsenschlager, Dale Lord, William E. Phillips, Emerson B. Utz, Robert A. Harbaugh, Gus J. Cozian, George P. Ferkula, Thomas Lindley.

4th Row: Joseph J. Henderson, Lawrence A. Pfeffer, Otto F. Traue, Jr., Anthony Marik, Jr., Howard M. Stein, Conlin Farnell, Robert Denburg, William J. Dodd, Henry R. Filtz, James M. Cumnock, Lewis L. Lee, Loren B. Smith.

will be used for expanded baking. The addition will be one floor with basement, measuring 70x70 ft.

Cake Varieties, Ltd., has been incorporated with authorized capitalization of 200 shares, no par value. Registered offices of the firm are lo-

cated at 3484 Cambie St., Vancouver, B.C.

The Herington (Kansas) City Bakery, owned and operated by Mr. and Mrs. G. O. Crockett, has been purchased by Mr. and Mrs. Gaus Masten of Hillsboro, Kansas. Mr. Masten has

been in the bakery business for the past four years. One year was spent at Junction City, Kansas, and the past three years he has been a partner with Reed Hinton in the bakery in Hillsboro.

The B. & J. Bakery at Utica, Mich., has been purchased by Frank Coluzzi.

Curly Top Bakeries, Inc., 40 Brandywine Ave., Binghamton, N.Y., was swept by fire of undetermined origin recently, causing damage estimated at \$100,000.

The Dixie Cream Donut Shop in Fort Collins, Colo., has been pur-

chased by Earl M. Black. The bakery is located at Olive and Remington Sts.

Almund Steffensen has installed a new oven and modern equipment in his new Grayslake (Ill.) Bakery. Mr. Steffensen has held various positions with the Associated Retail Bakers of America and the Chicago Scandinavian Master Bakers Assn., and has been without a bakery since he sold his former site in Park Ridge two years ago.

A new retail bakery in Denver is Elsie's Bakery, 4406 North Lowell Blvd. It is owned by Howard and Elsie Bennett.

The Buttercup Bakery, 302 Main St., Antonito, Colo., has been established by Albert and Ozella Miner.

F. L. McDermott is now owner of Lee's Donut Shop, 50 East Virginia Ave., Denver.

Gerald J. Smith and Ivan M. Kroehnke have opened a combination bakery and restaurant at 3884 S. Broadway in Englewood, Colo. The new business is operating under the name of Melody Drive-Inn.

The Bake Rite Bakery is now owned and operated by Nicholas Lovaglio and Peter Climino. It is located at 1145 N. Seventh St., Grand Junction, Colo.

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

THE NEW CENTURY CO.

3939 So. Union Ave. Chicago 9, Ill.

Always in Market for Flour and Feed

Producers of

DRIED BREWERS' GRAINS

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.

DANVILLE P. O. Astico WISCONSIN

RED WING FLOUR

Milled in Minnesota for Over 40 Years

THE RED WING MILLING CO., Red Wing, Minn.

F. W. STOCK & SONS INC.

HILLSDALE, MICHIGAN

MILLERS SINCE
1862

FLOUR
for EVERY
PURPOSE

DAISY FRIED
CAKE AND
SWEET-DO
MIXES

DONUT BASE
FLOUR

DONUT MACHINES

COMPLETE DONUT
EQUIPMENT
CUSTOM DESIGN
FOR YOUR NEEDS



EXTRA PROTECTION...

"PUSH BUTTON" FUMIGATION

GIVES ADDED SAFETY TO BAKERS OF

IMPERIAL AND *Velvet* FLOURS

WE WANT Walnut Creek Flours to be the purest on the market and we are taking every possible step to guard their purity.

For example, we recently installed a "push button" fumigation program. Known as the Arrowcide System, it makes fumigation of vital spots quick and easy.

Liquid fumigant is supplied to a unit which transforms it to gas. Compressed air then delivers the gas under pressure by way of pipes. The piping system is divided into five circuits with a combined total of 264 ejector nozzles. We fumigate 264 vital spots in one complete cycle of operation.

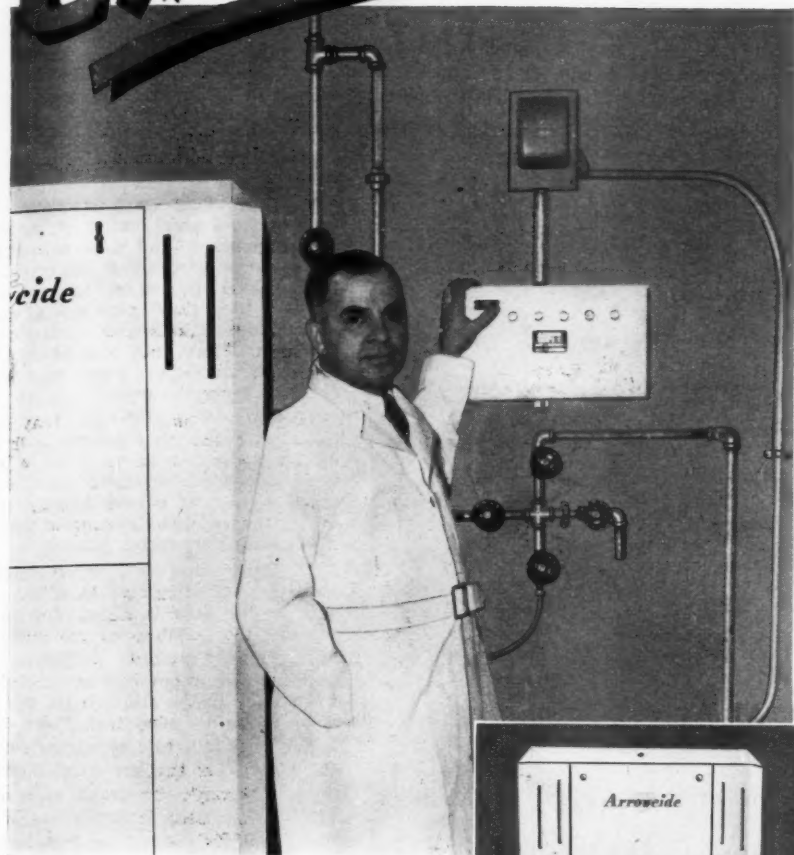
The entire system is controlled by an automatic timing device which opens and closes the five circuits in sequence. Fumigating time for each circuit is usually 45 minutes. Indicator lights on the timer tell when the system is operating and what equipment is being fumigated.

Using this system we protect our product from first break rolls to packing bins, placing particular emphasis on key trouble spots such as elevator boots, purifiers, lateral conveyors and storage bins.

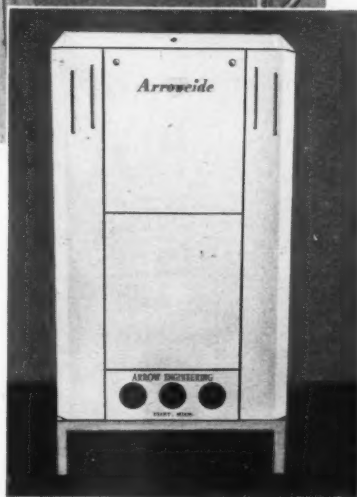
We can fumigate any time the machinery is not running, using a heavy concentration of gas, which has been proved to be the most efficient, in strategic trouble spots.

Of course, we follow all the good housekeeping rules, too. We have an efficient central vacuum cleaning system, constant policing of the mill and product checking in the laboratory. We are guarding the purity of our flours in every way possible.

IMPERIAL • *Velvet*
BETTER BAKERY FLOURS



Pictured above is the operator at the control and timer board of our fumigation system, which automatically hits 264 vital spots in our mill. This pushbutton control makes fumigation quick and easy. At the right is a full view of the Arrowcide fumigation unit itself, which appears at the left of the operator in the photograph above.



ANOTHER SAFEGUARD:

"GRASS ROOTS" WHEAT SELECTION

Not only purity but also baking quality of Walnut Creek flours is constantly guarded. In our carefully planned program, each of our trained wheat buyers at our country stations has surveyed before harvest the wheat farms in his territory to learn which fields are planted with the varieties and quality we want for top baking performance. Then, we buy only those wheats that come from fields our buyers know are best. This "grass roots" wheat selection is possible only because of our location in the midst of America's biggest wheat belt where we can know each grower from whom we buy.

WALNUT CREEK MILLING COMPANY

GREAT BEND, KANSAS

T. H. SHERWOOD, VICE PRESIDENT AND GENERAL MANAGER

ANSWERS TO "DO YOU KNOW?"

Questions on page 40

1. **True.** Other possible causes are: (1) loaves are under-proofed; (2) dough is overmixed; (3) oven is too hot; (4) loaves are improperly molded; (5) dough is too stiff.
2. **False.** It is around 4.90 to 5.20.
3. **False.** The small amount of iodine in the salt has no injurious effect upon the quality of the bread.

fect upon the quality of the bread.

4. **True.** This is due to the milk solids having a buffering effect in the dough.

5. **True.** Lemon juice has a liquefying effect upon the starch in the filling when it is hot. After the filling has been cooked, the addition of the lemon juice helps to cool it faster, thereby decreasing the tendency for the starch to liquefy.

6. **True.** Shrinkage is also decreased. These stabilizers are usually made from agar-agar and vegetable gums.

7. **False.** Malt syrup should be stored in a cool place, about 70° F.

It has a tendency to darken during storage. The darkening process is speeded up considerably when it is stored in a warm place.

8. **True.** The spread can also be increased by increasing the soda content in the formula. Baking them on double pans will help. If desired, part of the sugar in the formula may be added with the flour. This will produce more undissolved sugar in the dough, which upon melting in the oven during baking, will increase the spread.

9. **True.** This is undoubtedly due to the acidity of the sour milk. The best color is obtained when the cakes

are slightly on the alkaline side. A small amount of soda added to the sour milk would decrease the acidity. However, the volume of the cakes will be increased due to the extra carbon dioxide gas produced by the additional soda, which may be objectionable.

10. **False.** They both contain about 20% moisture.

11. **True.** The color will be greatly improved and the flavor is not affected.

12. **False.** By using steam in the oven, the volume of the bread is slightly increased. This is due to the surface of the dough remaining softer for a longer period of time; thereby allowing the dough to expand to a greater extent producing a larger volume.

13. **True.** This wash is made by bringing to a good boil: 2 qt. water, 5 oz. corn starch and ½ oz. salt. This wash can be used either hot or cold. It should be brushed on the products as soon as they come out of the oven. Some bakers also wash these products before they are placed in the oven and again when they are removed from the oven.

14. **True.** This mixture may be made by creaming together: 3 lb. 8 oz. shortening, 1 lb. to 1 lb. 4 oz. flour, and 8 oz. vegetable oil. There are a number of bakers who are using cottonseed flour instead of white flour, with very good results.

15. **True.** However, when liquid milk is used, it is best to add it as soon as the flour is added. This will prevent the curdling of the milk.

16. **False.** The only procedure to find out the proper number of times to run the dough through the brake is by an actual shop test. There are a number of factors which influence the number of times a dough should be run through the brake, such as: type of flour used, fermentation time, mixing conditions and the results desired.

17. **False.** The temperature as given is correct but the relative humidity should be about 85-88%.

18. **True.** Using some steam in the oven during the baking period also keeps the raisins from becoming hard and dry.

19. **False.** Most bakers use clear flour, having a good quality protein, so that it will carry the rye flour. A small amount of patent flour is sometimes used with the clear flour in order to stabilize the blend.

20. **False.** The reverse is true. However, most formulas call for 3 lb. sugar in order to produce a more solid meringue kiss.

This advertisement circulated to over four million in the Saturday Evening Post of January 14, 1950.

Spotlight on the Baking Industry

Dry Milk

MAKES BETTER BREAD

AMERICAN DAIRY ASSOCIATION

20 N. Wacker Drive Bldg., Chicago 4, Illinois

MILK SOLIDS
MAKES THE DIFFERENCE

From coast to coast homemakers have read this powerful ad which tells convincingly why bread made with at least 6% nonfat dry milk solids is superior in flavor, nutrition, freshness and other qualities. Bakers who produce a "6% loaf" know its taste appeal . . . and the resulting increase in sales volume. There are extra profits ahead for bakers who cash in on this and other advertising that spotlights the greater appetite and sales appeal of bread made with not less than 6% nonfat dry milk solids.

AMERICAN DRY MILK INSTITUTE, Inc., 221 N. La Salle St., Chicago

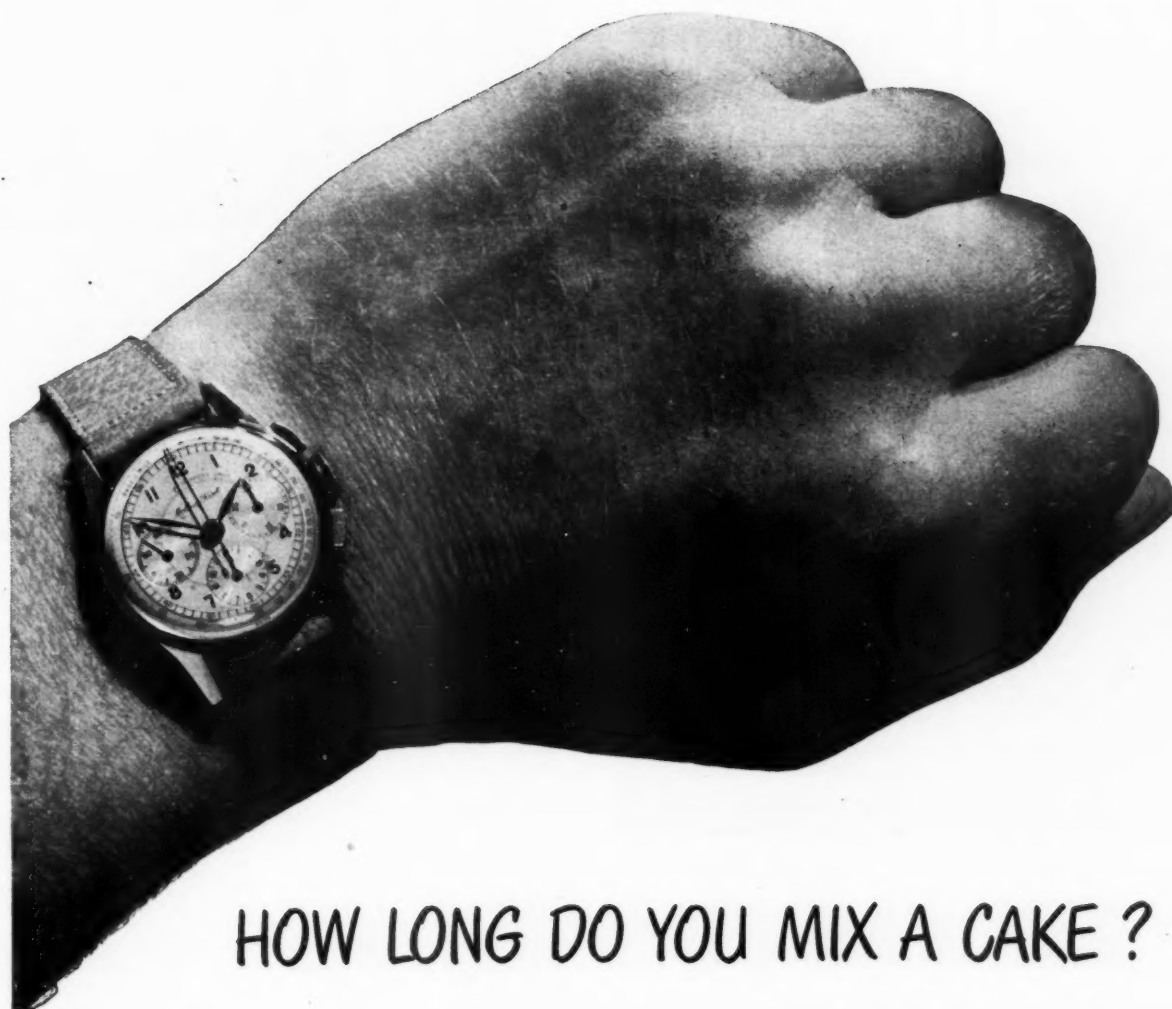
*The Standard Others
Strive to Reach*

**WHITE SWAN
FLOUR**

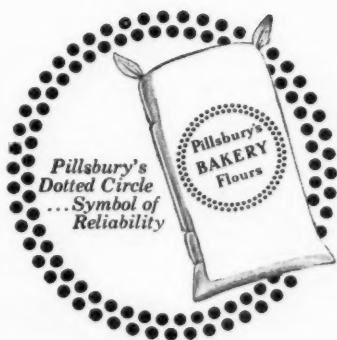
SPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA

The Wamego Milling Co.

WAMEGO, KANSAS
Millers of Kansas Hard Wheat Flour
HIGH CLASS BROKERAGE
CONNECTIONS DESIRED



HOW LONG DO YOU MIX A CAKE ?



As every cake expert knows, thorough mixing of the ingredients improves the quality of the cake—gives it greater volume, finer grain, smoother texture, better keeping quality.

Yet all too often mixing time has to be cut down because longer mixing toughens the gluten in the flour.

By selecting particularly choice varieties of soft wheat and using only the innermost portions of the kernels, Pillsbury mills cake flour that will stand unusually long mixing without developing undesirably tough gluten. That's one reason why cake flour bearing Pillsbury's dotted circle trade-mark is favored by so many bakers. Why not put it to the test in *your* shop?

Pillsbury's BAKERY CAKE FLOURS

PILLSBURY MILLS, INC.

General Offices: Minneapolis 2, Minnesota

FORBES BROS.- CENTRAL MILLS CORP.

Over 60 Years Experience
Making Quality Products

4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED

Box 886 South Topeka, Kas.

Free—Money-making lifetime cast aluminum Holiday Cake Mold.
Free—5 lb. of our special cake and pie mix.
Just send a penny postcard promising to use the special mix. There is absolutely no cost to you.

HOLIDAY MOLDS

3612 Hartford, Box 4302 St. Louis, Mo.

Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats
FORT MORGAN COLORADO

MINER-HILLARD MILLING CO.

WILKES-BARRE, PA.

CORN SPECIALTIES

NATIONAL YEAST CORPORATION
Executive Offices
Chas. Building, New York City
Sales Offices
45-54 37th St., Long Island City, N. Y.
35 East Wacker Drive, Chicago, Ill.
Frank J. Hall, President
Belleville, N. J. and Crystal Lake, Ill.



Country-Milled from Country-run Wheat located in the very center of America's greatest wheat growing area.
INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
• McPHERSON, KANSAS •

BE PROUD OF YOUR JOB
AS WE ARE OF OURS...

for

"Bread Is the
Staff of Life"

THE
CONSOLIDATED FLOUR MILLS CO.

KANSAS LARGEST INDEPENDENT MILLERS

WICHITA 1, KANSAS

KANSAS BEST FLOUR " " " " " GIBRALTER FLOUR



CONFERENCE—Staff members of the department of sanitation of the American Institute of Baking gathered in Chicago in January to discuss what the department had accomplished in bakery sanitation during the past year and to formulate plans for the coming year. The sanitarians are shown above, standing, left to right: Lewis Teissler, Jacob Forbes, Louis A. King, Jr., V. K. Giddings, Dr. Edward L. Holmes and Howard O. Hunter. Seated, left to right, are P. T. McDonald, Lloyd J. Salathe, Dr. W. Parker Pierce and H. R. Mangus.

AIB Sanitarians Meet; Discuss Plans for Improving Sanitation

CHICAGO—Emphasizing the fact that the department of sanitation at the American Institute of Baking is designed to help, and not to police, the bakery plants of the country, the members of the department met for a four-day conference at the institute's Chicago headquarters, Jan. 3-6, with Dr. Edward L. Holmes, director of the department, leading the discussions.

The conference made its 1949 progress report and developed the program for 1950. Each man presented the problems raised during his past year's experience and through a pooling of these findings, there will result an overall program working for the betterment of the baking industry. Periodic bulletins and reports will be made available to the industry.

To acquaint the staff of the department with the general program of activities at the institute, Dr. Holmes presented the heads of the various departments at the opening session of the conference. The specific institute services of the laboratories and the library, which are designed to assist the sanitarians, were discussed at length. Donald F. Meisner told of the laboratory programs of service and of research, and Ruth Emerson explained the materials contained in books and in package libraries which are available for use in the sanitation program development.

It was announced that there still is an opportunity for many bakeries to benefit by this work of the department of sanitation by participating in its program, which consists of periodic inspection, at cost, for plants in any part of the country.

Those present were: Dr. Edward L. Holmes, Chicago; Louis A. King, Jr., Park Ridge, Ill.; Lloyd J. Salathe, New Orleans; Dr. W. Parker Pierce, Franconia, N.H.; V. K. Giddings, Chicago; P. T. McDonald, Aurora, Ill.; Jacob W. Forbes, Burlingame, Cal.; Lewis Teissler, Gallatin, Texas, and H. R. Mangus, Mill Creek, Ind.

—BREAD IS THE STAFF OF LIFE—

Plans Completed for Dinner Honoring Gilbert Mann

CHICAGO—Gilbert Mann, president of the Factory Bakers Union, Local 100, and president of the Bakers Joint Council, will be honored by baking industry representatives at the Hotel Sherman here Feb. 25. Arrangements have been nearly completed by the committee in charge. Herman Winter, president of the Bakery and Confectionery Workers International Union of America, is chairman of the committee arranging the affair. Proceeds will go to the City of Hope, Duarte, Cal., a medical center supported by labor.

**Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.**
Dallas, Texas

New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker

CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

Pfeffer Milling Company

Manufacturers of Pure High-Grade Winter Wheat Flour

Brands: Lebanon Bell, LEBANON, Flake White, Fluffy Ruffles, ILL. Member Millers' National Federation Capacity: 1,100 Sacks Daily

BLAIR'S *Certified*
FLOUR FEEDS
BLAIR MILLING CO., Atchison, Kans.

For Quality, Economy and Reliability, Use

BROWN'S HUNGARIAN
America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City



Many people today look on bread as an incidental item rather than an important part of the diet. That is unfortunate for the entire Breadstuffs industries. It is a condition the huge advertising programs of millers and bakers are trying to correct. But no amount of advertising can offset the damage caused by lapses in bread quality, whether accidental or the result of too great a stress on cheap price. It is worthwhile to pay a little extra for a dependable quality flour like TOWN CRIER, which costs more to make because it is produced from premium wheats.



*The Millers'
Advertising
Program
—Boosting
Bakers' Sales*

THE MIDLAND FLOUR MILLING CO.

KANSAS CITY

Successful Selling

(Continued from page 31)

veloped in packaging, most of which materially increase merchandising effectiveness. This trend will undoubtedly continue, and bakers who do not take advantage of it will miss one of their greatest sales mediums.

Cost reductions are expected in packaging through greater standardization of production. That will further increase the effectiveness of packaging as a merchandising medium. The competition of other types

of foods, which employ the sales power of packaging to the fullest possible extent, will force bakers to improve their own packaging wherever possible in order to keep pace with this competition.

Bakery Operation

The first fundamental understanding of a complete bakery operation should be that it is something carried on by a group of people. Whether these people be engaged in production, merchandising or management makes no difference. All of their activities must be coordinated, cooperating closely with each other, for

otherwise the operation as a whole cannot succeed.

Starting with top level management, it is necessary for executives to understand fully the problems which confront all other members of their organizations, for otherwise they will be unable to help solve them. In addition to knowing the production and merchandising questions which confront their staffs, management executives must be thoroughly familiar with how best to handle human relationships.

Quite often the detail problems of a bakery can best be met through personal relationships with other

members of the organizations. It is really surprising how often management can bring out the answers to its problems through close personal cooperation with other members of the company. The men who are actually selling bakery goods every day, and those who are producing them, should be in the best possible position to solve the problems which constantly arise in a bakery. What is needed is their complete cooperation, and this can best be obtained through a proper understanding of human relationships on the part of management.

Bakery Sales Organizations

Bakery sales managers and other executives associated with the merchandising of bakery products, should, first of all, realize that their organizations can be only as good as the men who head them. A staff of salesmen cannot be expected to be better than those who direct their activities. Usually if a sales organization is not performing efficiently, the first need is for a change at top management levels. Probably few sales managers will agree with this thinking, and yet the experience of many bakery sales organizations will prove that it is true.

Probably the chief requisite of good sales management is fundamental "know how" among sales managers. For the most part they should be men who have had actual experience in the hard road of day-to-day selling. They should have worked on routes, and personally experienced the many sales problems which confront their salesmen in their ordinary work.

This is particularly true of route supervisors, who are in daily touch with salesmen who are on the routes continuously. These men will quickly detect supervisors who do not know the fundamental parts of their work, and soon lose respect for them. Everyone who has any position whatever of responsibility in a bakery sales organization must know his work from the inside out, for otherwise he will not be able to lead the men for whose work he is responsible.

Baked Goods in Retail Groceries

Wholesale bakers have, of course, known for a long time that bakery departments are among the most valuable in retail grocery stores. The difficulty, however, was to get grocers to recognize this fact. Those who did have made a steady and fair profit from such departments. More than this, they have drawn consumers into their stores to buy baked goods, and many have stayed to buy other things.

It is encouraging to note, from the wholesale baker's standpoint, that more and more grocers are recognizing the value of these departments. For instance, Gerard Klemp, Ogden, Utah, vice president of the National Association of Retail Grocers, in commenting on the Bakers of America Program, declared that "I hope that every grocer and baker throughout the nation will give this program their utmost support and sincere cooperation. In our establishment we feel that the bakery department is of prime importance to bring customers to our store. The rapid turnover, the freshness and high quality of the product as maintained by the baker, makes this a very profitable department indeed."

As more prominent retail grocers publicly express their opinions of the value of bakery departments, the



Beautiful **WHITE BREAD**

made with
Wytase
REG. U. S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

Beautiful white bread made with Wytase is pleasing to the eye—pleasing to the taste—pleasing to bakers who like to build business. Order your Wytase today!

• WHITER CRUMB COLOR • SATISFYING FLAVOR

J. R. SHORT MILLING COMPANY
38th and South May Streets, Chicago 9, Illinois

more consideration will be given to them by other grocers. If the Bakers of America Program is causing this to be done, it will prove to be a valuable part of the undertaking.

Bakery Organizations

The most successful bakery organizations we know of are those in which elaborate control systems have been eliminated. Naturally we do not mean that management should not keep its finger on all that transpires within the organization, but rather that the employees should not be so fettered with details that they do not have time to perform their most important duties.

For instance, we have known of some sales organizations which have been compelled to keep such a detailed report of their activities that they actually waste hours every week making out reports. A bakery salesman's function is to sell his merchandise and every minute that is taken away from this activity means so much lost time.

Of course bakeries need sales reports, but the more simple they are made will mean more time for actual sales work. Under existing conditions salesmen work only so many hours per day, and as much of this time as possible should be spent in actual sales work. Details may be essential, but they can be carried to an extreme. Sales managers who keep their men out on their routes the greatest possible part of their working time invariably are the most successful.

—BREAD IS THE STAFF OF LIFE—

MRS. SMITH'S PIE COMPANY PLANS NEW CONSTRUCTION

PHILADELPHIA—A new, modern bakery and garage is now under way here for Mrs. Smith's Pie Co. It will be a one-story building, 100 ft. wide and 320 ft. long. The movement of raw materials and finished products in and out of the building will be simplified by a combination loading and unloading platform adjacent to railroad siding and trucking space. One end will accommodate offices, locker rooms, lunch room, boiler room, among others.

All interior floors and walls of the bakery portion will be surfaced with tile. The new building will be screened throughout except for large openings, which will be equipped with an insect repelling fan.

The present Mrs. Smith's Philadelphia bakery will be retained as a warehouse. Other Mrs. Smith's Bakeries are located in Pottstown and York, Pa.

Dorothy Glenn

(Continued from page 31)

the grocery store. New products, new promotions and strong selling tend to convince shoppers they can by-pass the bakeshop.

Mrs. Homemaker considers many other foods competitive to your breads and rolls. She is not the same homemaker of 20 years ago who always had lots of bread on the table. She has read a good many of the ads that compare the food value of bread with baked potatoes, with cereals, with macaroni and spaghetti. These shoppers are selective buyers with exceedingly high resistance.

The retail baker is in the bread and dessert business. Mrs. Homemaker has a vast assortment of desserts to select from on today's market. The

hostess who once insisted upon having pie, cake and one other dessert on the table no longer exists. Today's homemaker selects just one, and occasionally two.

What Desserts Are Available?

What does Mrs. Homemaker consider as dessert food for her table? Just to list a few classifications, there are: fresh, frozen and canned fruits; puddings; ice cream and sherbet; dessert cheeses; other frozen and refrigerator desserts (home-made). Within each classification there are individual items, each with a strong advertising and selling program.

Retail bakers want to increase profit and volume, as does every other business. But, the retail baker cannot expect better business now or any time in the future by sitting quietly on the side lines. Aggressive selling is important year round, but especially important during periods of slow business or recession. Waiting "for better times" too frequently means the ultimate death of a business.

We have repeatedly covered the subjects of getting people into your shop, displays, advertising and merchandising. Next month will be a continuation of this subject on the

very crucial point of salesmanship in your shop.

You can make a better product, price it right and advertise. But, until your sales force does a true selling job, your volume and profit will not increase as it should. Do your salesgirls try to sell Mrs. Homemaker more goods than just those she orders? How often are special items even mentioned? It takes salesmanship at the counter to compete with the thousand and one demands on Mrs. Homemaker's attention. Your salesgirls may not be natural born salesmen, but they can be trained to do a better selling job for you.

Why
Laminated Packages
Get Original Sales
and Repeat Sales

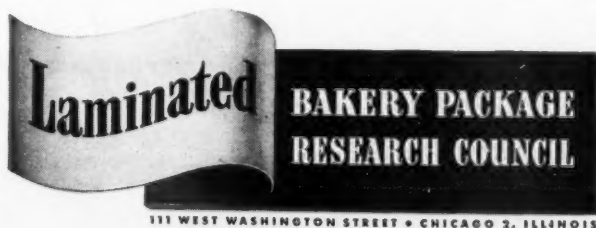
Every good baker knows that his product must be good as well as look good if he is to get the benefit of repeat sales as well as the original sale. The same principle may apply to bakery packages too.

The package must give the product sales appeal to prompt the first purchase, but it must also protect the quality of the product to insure repeat sales. That's why so many quality bakers are switching to the new laminated packages.

Unlike ordinary packages, laminated packages have a sturdy, rigid, 3-layer construction—an out-

side cover of high-grade paperboard bonded to an inner greaseproof liner sheet by a special moisture-resisting agent—microcrystalline wax. They withstand rough handling . . . provide both moisture-proof and greaseproof protection.

Laminated packages prevent the transfer of moisture or shortening from the product to the package. The product not only looks fresh longer but actually is fresh longer. In addition, the high quality paperboard in laminated packages permits colorful designs and the use of attractive pictures, and windows may be added to give all the desired visibility.



111 WEST WASHINGTON STREET • CHICAGO 2, ILLINOIS

MEMBERS OF THE LAMINATED BAKERY PACKAGE RESEARCH COUNCIL

Chicago Carton Company, Chicago, Illinois • Container Corporation of America, Chicago, Illinois • Marathon Corporation, Menasha, Wisconsin
Ohio Boxboard Company, Rittman, Ohio • Sutherland Paper Company, Kalamazoo, Michigan • United Board and Carton Corporation, Syracuse, New York

Bakers Club of Chicago

(Continued from page 42)

allied industries and represents every state, and five foreign countries.

Club Assets

One of the greatest assets of the club is its membership, committee officers, directors and its staff. Not only is this a group of persons of the highest caliber, but their active interest and wholehearted participation in the affairs of the club provide the greatest assurance of sound policies

and steady growth.

The Bakers Club of Chicago provides the industry with comfortable convenient rooms in which its members and their guests may meet and exchange ideas, thus contributing to the progress of the industry. It provides arrangements and a meeting place for all branches of the industry, national and local, including retail, wholesale, pie, cake, biscuit and cracker, multiple-unit-retail, restaurant and house-to-house baker groups, and the allied trades groups.

The club sponsors nationally known speakers to discuss subjects of interest to the industry. It assists in all

industry undertakings of national, state or local character.

The club acts as a clearing-house for handling all civic endeavors allied to the industry as well as all charitable promotions within the industry.

The Bakers Club of Chicago, through its staff and personnel, provides assistance in business and social services. It serves the member, upon request, with information relative to national, state and local associations and group meetings, supplies full information as to the date, time and place, and assists the member in his attendance at these meetings.

Thousands of times during the year,



L. A. Williamson

MEMBER NO. 1—L. A. Williamson, Red Star Yeast & Products Co., Chicago, who tells the story of the Bakers Club of Chicago in the accompanying article, has been very closely associated with the club and holds Charter Membership No. 1. He is among the best informed on the club's activities and services, its scope of influence and its importance in the baking industry. He served as first president of the club in its present enlarged and expanded operations.

the club office is called upon to supply information relative to business changes, openings of new bakeries, closings, bakery personnel changes and other pertinent information.

Members are privileged to use the club quarters which are open during all regular business hours, and by special arrangements may be available after business hours.

Throughout the baking industry mere mention of membership in the Bakers Club of Chicago acts as an open introduction for the member.

The club publishes an informal news paper each month called the Chatter which is a binding link between both resident and nonresident members.

The 1948 house committee reported on some of the services this club renders to its members and statistics show 12,464 visitors entered the club quarters; 6,833 meals were served in the club dining rooms; 223 group meetings were arranged. In addition, the staff handled reservations for 2,663 hotel accommodations; 1,829 train requests; 317 plane reservations, and handled 1,203 theater, sports events and radio show tickets.

Any one connected with the baking

(Continued on page 82)



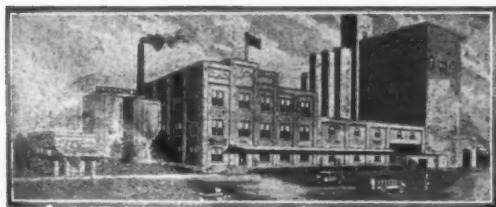
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

YOU can't beat the HUNTER combination of topnotch wheats and expert milling technique. It is a combination that has been the cornerstone of HUNTER quality for more than seventy years. The famous brand HUNTER'S CREAM is the oldest flour brand in Kansas.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

"DIAMOND D"

A High Grade Baker's Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat

Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

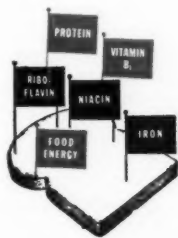
HAVE YOU A FLOUR BRAND PROBLEM?

The Northwestern Miller maintains at the home office in Minneapolis a card file of flour brands used or registered in the United States and Canada. It is periodically revised through questionnaires to the milling industry. The editorial staff will assist readers in every possible way to make use of the information contained in this file. Address The Northwestern Miller, 118 S. 6th St., Minneapolis 2, Minn.

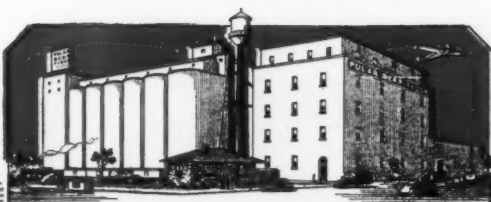


FLOUR IS KING

Of course, we know that there are many things besides flour that influence the final result in baking a loaf of bread. Nevertheless, we continue to mill POLAR BEAR flour as if it were the only ingredient going into your loaf. That way we know that POLAR BEAR will always do its full share, and more, in making your bread "tops" in its market.



Founded by
Andrew J. Hunt
1899



Ralph C. Sowden
President

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

Bakery Advertising

(Continued from page 31)

makes it even more important for us to perfect our advertising technique in order to get maximum results from a minimum number of dollars. This fact, plus a lack of knowledge of how to overcome it, has kept many bakers from advertising at all.

This is most especially true of the house-to-house branch of the industry. It seems to be characteristic of

house-to-house bakers in spite of their otherwise aggressive use and understanding of selling tools, that they know and use advertising less than almost any other type of industry.

During the last few years, it has been my privilege to talk with a good many of the key men in the house-to-house baking business, and many of them have said to me, "We don't need advertising because we have a salesman at the door." You might as well say, "We don't need trucks, or adding machines or telephones!"

Advertising is nothing more or less

than a multiplication of selling effort. Advertising reaches more people, more quickly, and at less expense than any other method so far devised. To fail to take advantage of it merely because you already have one tool working for you is definitely short-sighted. Yet, in the house-to-house business a somewhat different advertising technique is called for than in other businesses, different even than in the wholesale bakery business.

In the first place, the backbone of the house-to-house baking business is bread, and any house-to-house baker

who does not have an adequate portion of his volume in bread sales is only asking for trouble—customer turnover, credit losses, and all of the other evils which result from an unbalanced volume. I am not here today to explore that proposition, but I think that it is a truth which has been proven time and time again.

Advertising Bread

In approaching the problem of advertising bread, I think we must admit immediately that there is very little apparent difference between one good loaf of bread and another.

Bread is sold largely on the acceptance and familiarity of its brand name, and while there have been many attempts to assign special qualities or advantages to a given loaf, none of them have met with continuing success. Regardless of what direction the trails and experiments take in selling an advertised brand, we inevitably come back to that one simple fundamental of the familiarity of the brand name.

A number of years ago, during my school days, I started selling brushes door-to-door for a company which had no advertising, but offered 50% commission to its salesmen. I was about to give up the brush business for good when a neighbor of mine, who happened to represent the Fuller Brush Co., interested me in changing to that company, which paid only 40% but supported its salesmen with advertising in the national magazines.

Capitalizing on Advertising

I did not make my fortune selling Fuller brushes, but I did make good money for a youth of my age, and I can testify through personal and direct experience, that it was 10 times easier to sell Fuller brushes, which were familiar to the people because of advertising and promotion, than to sell the other brand which was not familiar and not accepted by the housewife.

The first step in approaching the problem of how to advertise bread is to consider why and how women buy bread, and the first clue lies in the fact already mentioned, proved by many studies, that women largely buy bread by brand name. The secondary fact is that as with any other food, women buy bread because it is good to eat. If the housewife tries your loaf of bread and the family doesn't like it, you are doomed so far as that household is concerned, just as your wife seldom repeats the purchase of a brand of canned peaches which you do not particularly like.

There are people, possibly some in this room, who will not agree with me, but I am here to say that people do not buy food basically because of health or nutritional reasons, despite the fact that there are advertisers in the baking business who have spent important sums of money trying to sell the health appeal. When you go into a restaurant to order your lunch, unless you are a health faddist or unless you have some organic difficulty which demands careful watching of your diet, you order what you think will taste

ECONOMY for The Long Run

UNION STEEL bakery equipment helps insure greatest economy and best operating efficiency in your plant. Their Modern design and precision engineered construction

gives them sturdy strength for long enduring satisfaction on the job.

Whatever your bakery material handling needs, you can do it better, more economically, with USP equipment.



FLOUR SIFTERS

USP Brushless flour sifters, all metal agitator, sifts, aerates and elevates. 200 pound capacity.

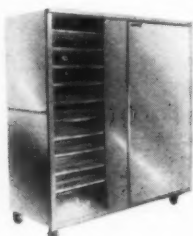


DOUGH TROUGHS

USP troughs are the recognized standard for every dough handling requirement. In all types and sizes.

PORTABLE PROOF BOXES

Modern aluminum construction for sanitary, convenient all-shop use. Types and sizes to meet your needs.

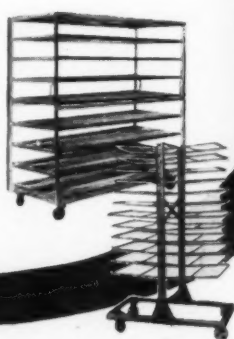


USP TRUCKS

USP pan and material handling trucks with smooth rolling casters are known for sturdy, heavy duty service.

BAKERY EQUIPMENT

USP catalogs a full line of racks, shelving, work benches, ingredient containers and shop equipment for your convenience.



BAKERY RACKS

USP racks and shelving of steel or modern aluminum construction, are engineered for maximum shop efficiency and sanitation.

Consult your jobber about the many other units of USP's complete line of equipment you want in your bakery.



UNION STEEL PRODUCTS COMPANY
ALBION, MICHIGAN



CHECK THESE ADVANTAGES

Anheuser-Busch yeast is designed to meet the modern requirements of the fast-stepping American baking industry. It has strength, sustained activity, and gives vigorous performance under all conditions. It assures maximum fermentation. Its inherent hardness imparts unsurpassed keeping qualities. It gives your loaf a fresh, clean flavor housewives demand.

ANHEUSER-BUSCH, INC.

good to you—not what you think will be good for you. The health appeal in selling food, and most especially in selling bread, is a weak appeal, and sales campaigns using it have been successful in spite of it rather than because of it.

The second point we must consider as house-to-house bakers is why women like or dislike house-to-house service, and I think you will find, as we have discovered in many studies, that if you ask the average house-to-house bakery customer why she buys that particular way, she will say "Because it is so convenient." Contrarily if you ask a woman who is not a house-to-house customer why she doesn't buy, her answer nine times out of ten will be "I am afraid it would be such a nuisance."

In other words, the individual woman's belief as to whether house-to-house service is a nuisance or convenience largely determines whether or not she is a house-to-house customer, and that certainly should give us a very strong clue as to the direction of our advertising. We do not have time to explore these facts more thoroughly today, but there are one or two things directly affecting the house-to-house bakery business in which advertising can and should play a part.

Solicitation Vital

The most difficult problem of sales management is to get the average salesman to knock on new doors. Solicitation of new customers is without question the most hated activity expected of any house-to-house salesman, and if your salesmen do not hate it, you should get down on your knees and give thanks. Any business which does not attract a constant increment of new customers is bound for the ash heap. Customers quit, die, or move out of town, and unless a constant stream of new customers is being added, your total customer count is bound to fall and your business to suffer. One of the most important functions of advertising in the house-to-house business is to give the salesman a reason and excuse to knock on new doors—to make it easier for him to do that job of solicitation upon which you depend for a continuation of your business. Perhaps the one most significant clue I can give you as to the key to successful house-to-house advertising is that it must be so planned that it encourages the salesmen to make solicitation at new doors.

Effective Advertising

In other words, more than the wholesale baker, more than the average manufacturer, the house-to-house baker must face the problem, necessity and opportunity of merchandising his advertising at the door. If he does this job adequately, his advertising will be doubly effective in terms of dollars and cents results.

At least, effective merchandising will make it improbable that you will be one of those who say, "We tried advertising once, but it didn't work for us." It is just as easy for an advertiser to say that as it is for a novice golfer to say he "tried golf once, but was not any good at it," and again the fundamentals of the two are equally simple.

I would be remiss in my duty as an advertising man if I did not say at least a brief word in closing about the "pro." Very few golf pros would attempt to tell you how to run your baking business, but they are expert and qualified to give you direction about your golf game. There are few advertising managers or advertising agency men who would at-

tempt to tell how to bake your bread or how to manage your production department, but if they are qualified advertising men, their advice concerning advertising can be valuable to you.

I do not mean to imply that every advertising man is necessarily an expert any more than I would say that all golf pros are equally good, yet in selecting an advertising man or an advertising agency, your function is to select one who is qualified and who is expert, and once you have made your selection, you will obviously get the best results if you heed his judgment.

None of us can be experts on everything, yet there is a tendency for everyone to consider himself an expert on advertising, and I have presented advertising campaigns to companies where the opinions of everyone from the janitor to the president's wife were given equal consideration with the studied recommendations of people who are specialists in advertising. Too much poor and ineffective advertising is being used today because ads or advertising campaigns have been prepared to please the "amateur experts." If you want the best results from your advertis-

ing, find adequate, qualified expert counsel and follow it. Newspaper space and radio time are too expensive to use merely to amuse your secretary or your wife.

We have touched briefly on a number of important points about advertising, and most especially about house-to-house bakery advertising. Even though there are at least a thousand and one ways to shoot over par in golf, there are at least an equal number of ways to shoot over par in advertising. Yet there are just a few basic fundamentals which, if followed, will guarantee good golf or effective advertising.

One of a Series Dedicated to the Nutritional Advances of the Food Industries

KEEPING FAITH WITH NATURE



GOOD WHITE BREAD has a wonderful appeal to Americans. For years it has been one of their favorite foods. In the refining of flour necessary for making high-quality white bread, many of wheat's nutritional values, necessary for buoyant health, were partially removed. Knowing this, bakers acted to restore the health-giving qualities Nature had bestowed on wheat—by enriching their white bread and rolls. This scientific advance was acclaimed by physicians and nutritionists across the nation. And the public recognized the bakers' interest in better nutrition. Truly the baker is keeping faith with Nature and America.

Outstanding Nutritional Accomplishments



Today, by enriching, bakers restore Nature's health-giving values to white bread and rolls.

You, as a baker, can feel proud of your own, and your industry's part in safeguarding public health by enriching.

'ROCHE'

Vitamins for Enrichment

Copyright 1948 Hoffmann-La Roche, Inc.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY



YOUR bread quality will always be "flying high" with AMERICAN FLOURS. Because these superior brands are backed by the finest milling skill and milling equipment. For example, this company has recently added more than one million bushels additional grain storage space for the selection and separate binning of wheats of preferred baking character. It's wise to BUY AMERICAN!

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary

T. G. McDONALD, Sales

E. W. KIDDER, Sales

NEWTON, KANSAS



Jodean P. Cash

NEW OFFICERS ELECTED BY FUCHS BAKING FIRM

SOUTH MIAMI, FLA.—At a recent meeting of the stockholders of the Fuchs Baking Co., followed by a meeting of the board of directors, the following officers were elected: Luther L. Chandler, president; Jodean P. Cash, executive vice president and general manager, and Thomas J. Faust, secretary-treasurer. Rex J. Faust was admitted to the board of directors.

"There will be no change in company policy," said Mr. Cash. "I have been given full charge of the management and the direction and operation of the company affairs. In his lifetime, Mr. Fuchs expressed a wish that should anything happen to him, the business should continue along the lines he followed while he was president of the company."

The Fuchs Baking Co. was founded nearly 37 years ago by the late Charles T. Fuchs, who was killed in an accident while hunting, Dec. 31, 1949. The company serves a large portion of southeastern Florida with its products.

Mr. Chandler, the new president, has long been associated with the company and has been a director since its incorporation. He is one of the largest vegetable growers in Florida.

—BREAD IS THE STAFF OF LIFE—

PHILADELPHIA CHAINS PLAN 1950 EXPANSION

PHILADELPHIA — Three large food market chains here have a total of \$13,000,000 appropriated for 1950

expansion programs which include provisions for the enlargement of bakery facilities.

Most important of these from a baker's standpoint is the plan of American Stores Co. to match or surpass the \$6,000,000 spent last year on remodeling and new construction.

William Park, president of the firm, disclosed that the new budget calls for the erection in Philadelphia of one of the largest and most modern bakeries and food warehouses in the entire country.

Four new super markets are due for completion during the coming 12 months in the plans of Penn Fruit

Co., one of which has been opened at Darby, Pa.

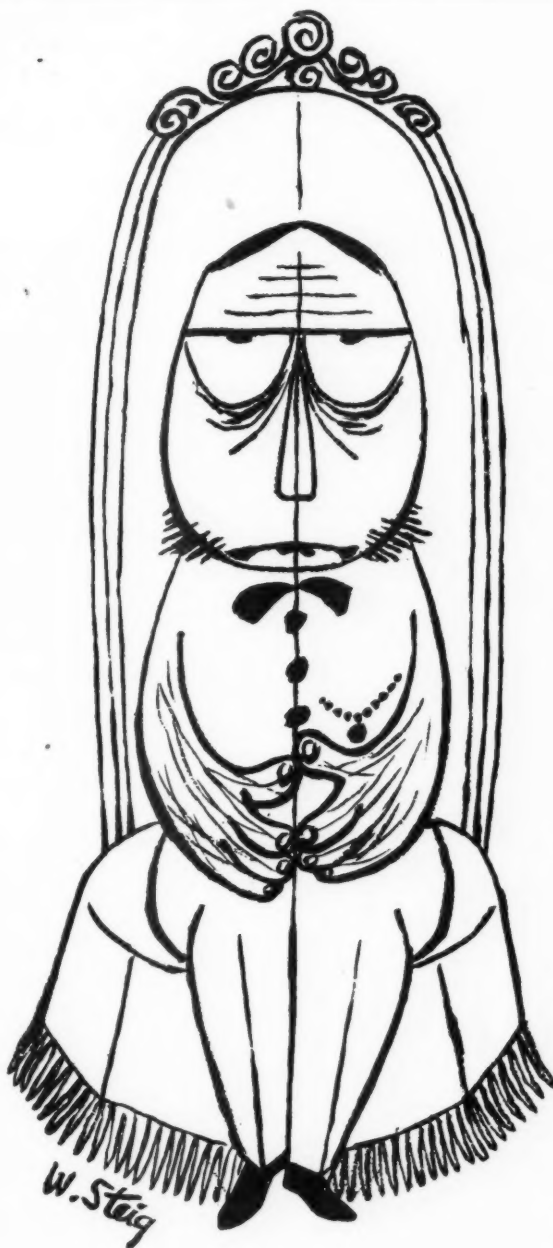
A spokesman for the company explained that the \$2,000,000 being spent on this project necessitates the expansion of the firm's bakery to meet the demands of the increased number of outlets.

The other additions to the chain are one of colonial architecture to blend with surrounding buildings opposite Haverford College, another in North Philadelphia, and one in Manoa, Pa. A fifth is being planned for 1951 completion in the proposed shopping center on Baltimore Pike, just outside of Philadelphia.

Food Fair Stores, Inc., reports it is in the midst of the greatest expansion program in history, calling for the expenditure of \$5,000,000 during the current year and a total of \$12,000,000 over the next three years.

George Friedland, Food Fair president, says the bulk of the proposed record investment is ticketed for the construction of modern super markets, with the rest going for remodeling of older markets and enlarging supporting facilities.

All three companies emphasized that the plans for further growth reflect their confidence in the business outlook.



*Portrait of the
thumb-twiddling
miller*

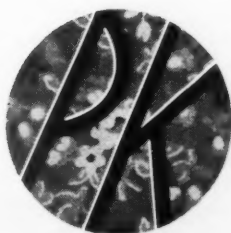
Wise milling men know you can't just sit around and wait for orders to come in. Thumb-twiddling and wishful thinking never sold anything . . . but smart selling, sound merchandising, and attractive packaging will bring in the orders everytime.

SWANS DOWN

- Bakery Cake Flours
- Donut Mixes

and a complete line of other Central
States and West Coast Specialized
Soft Wheat Bakery Flours.

IGLEHEART BROTHERS
DIVISION GENERAL FOODS CORPORATION
EVANVILLE, INDIANA • PENULTON, OREGON
Makers of choice soft wheat Flour products since 1900



PERCY KENT BAG COMPANY, INC.

Kansas City

Buffalo

New York

Always Something New



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

CORN LAW RHYMER—The citizens of Sheffield and Rotherham in Yorkshire, England, hardy miners and steelworkers, have recently observed with that quiet ceremony so typical of deep feeling Northerners, the centenary of the death of the great Corn Law Rhymer, Ebenezer Elliott. He was born at the New Foundry, Rotherham, March 17, 1781, and after working in Sheffield died at Great Houghton Dec. 1, 1849. He had pronounced radical tendencies and the presence of a portrait of George Washington on the wall of his father's parlor was, he observed, "the key of all my future politics."

In his poems Elliott denounced the "Lords of Dear Bread," the "tax fed drones" and the "palaced knaves" for their refusal to abolish the protective tariff on corn. His rhymes contributed not a little to that overwhelming tide of popular opinion and feeling which resulted in the repeal of the tax on bread.

Keenly interested in politics, Elliott obtained some reputation as an orator as well as a poet when he stumped the country declaiming against the iniquitous tax which kept bread out of the mouths of the poor. He was the mouthpiece of social injustice in 19th century Britain, and his influence still remains in south Yorkshire. To this day children are told of the greatness of this champion of the poor and oppressed. In that age of bitterness men ate hogfood and horsebeans for want of bread. Mothers made bran dumplings for their children and scavenged potato peelings in garbage heaps for want of bread. Men died for want of bread.

The corn laws provided a cradle for modern socialism in Yorkshire because old memories are a long time adying. Workers were exploited for the benefit of men made rich by the Industrial Revolution, and though England became great in the process, the cost in suffering and in life itself was heavy. One rhyme, published in 1931 bears witness to this.

*Child, is thy father dead?
Father is gone!
Why did they tax his bread?
God's will be done!
Mother has sold her bed:
Better to die than wed!
Where shall she lay her head?
Home we have none!
Father clamm'd thrice a week—
God's will be done!
Long for work did he seek,
Work found he none.
Tears on his hollow cheek
Told what no tongue could speak:
Why did his master break?
God's will be done!*

*Doctor said air was best—
Food we had none;
Father, with panting breast,
Groan'd to be gone.
Now he is with the blest—
Mother says death is best!
We have no place of rest—
Yes, ye have one!*

* * * CONTINENTAL COLOSUS—Continental Baking Co.'s

twenty-fifth anniversary celebration, climaxed by the nation-wide radio broadcast, sent our office librarian to the files. She found that the sensational birth and early childhood of the big corporation occupied many pages of many issues. * * * The event was hailed in some quarters with loud cries of monopoly and threats of investigation and reprisal. This was largely due to the fact that the company's charter indicated that it was a holding corporation authorized to enter not merely the baking business in all its branches but also flour milling and other lines of foodstuffs manufacturing. The company was heralded

in the press as a \$600 million corporation, which would have been a greater capitalization than that of the entire industry as given in the 1920 census. * * * By July 1, 1925, the merger program was virtually complete, involving 104 plants in 82 cities of the U.S. and Canada, the total assets being about \$55 million. Continental had in the beginning of the movement made grandiose announcement of what it proclaimed as a program designed to cover the country with a network of modern bakeries. The network was built around the United Bakeries Corp., itself a combination of Ward & Ward of Buffalo, Ward Brothers

Inc., Rochester, and the Campbell Bakery Co. of Kansas City. It ultimately comprised the American Bakery Co., of St. Louis; the Sterns plants in Milwaukee; the Wade-Holland Co. of Ohio; the Livingston plants in Chicago; the Taggart interests of Indiana; Stritzinger at Norristown, Pa.; the Massachusetts Baking Co.; the Consumers Baking Co. of Paterson and Harrison, N.J.; the Wagner interests in Detroit; the Corby interests in Washington, D.C., Alexandria, Va., and Richmond, Va.; Standard Bakeries Corp., with a nation-wide chain of plants, many of which were clients of W. E. Long Co.; Occident Baking Corp., with plants in Minneapolis and Madison, Wis.; the Ward plant in Los Angeles; the R. B. Ward Baking Co., Inc., of Santa Barbara, Cal., which in turn acquired the Fisher Baking Co. in Oakland; the Washington Bakeries Corp. of Seattle; the Spokane Bakery Co., the Perfection Bread Co. of Sacramento; the Log Cabin Baking Co. of Portland, Ore.; the Ogden (Utah) Baking Co., and the Butter Krust Baking Co. of Salt Lake City. The movement extended to Canada through purchase of Northern Bakeries, Ltd.

George J. Emrich

(Continued from page 18)

hiring bakers. A continuation of this study might be immensely profitable to the industry if it were underwritten by the American Institute of Baking or some similar organization.

More definite in proved results have been the aptitude tests. Bakery work involves a varying amount of manual dexterity. Packaging work, for example, requires nimble fingers and a quick eye. The Minnesota Manual Dexterity Test measures the speed of the eye, finger, hand, or arm by photographic methods. There are many other similar ways of measuring such aptitudes. Some use a test involving simple assembly of parts to a puzzle, measuring the time consumed. Others like a test in which the employee places pegs in holes in a board, caps them with collars, etc. All of them tend to give an indication of the testee's real ability to manipulate hands in a speed test.

Even an employee that performed excellently on any or all of the forementioned examinations could fail miserably under actual working conditions. Unfortunate marital conditions, confusion of purposes, lack of persistence—all these might cancel the most sparkling talent. There has been no test devised yet to measure drive. Unless the will to work is there the most capable worker can fail. More than that there must be physical capacity.

Present-day laws make an employer a partner in his employees' health. If the man suffers an accident in the service of his employer he is entitled to Workman's Compensation. If accidents are numerous in a plant, the insurance rate mounts to a considerable expense. Certainly the businessman of today would be ill-advised to choose new employees without an adequate physical structure. Not only would they be early victims of fatigue, but they would display a greater frequency of illness and accident.

Medical Examination

Some bakeries have a definite requirement that new employees pass a medical examination. A careful inventory of past and present ailments

are listed in the employee's record, with a prudent attention to foot and leg, as well as to asthmatic condition, dizziness, heart trouble, and bladder weakness. A weakness toward hernia means that the baker is most likely to incur a rupture on a later date, probably at work. Lack of coordination of eye and hand can mean an arm lost in machinery.

This article is not intended as a complete answer to the complex problem of hiring bakery workers.

The final word has not yet been said, nor is it likely for some time. The great vacuum that exists in this field, however, is a challenge to every bakery operator. The added knowledge that employment is freezing hard into a permanent mold makes hiring a social as well as economic problem. It might be well for the baker to study each applicant carefully as he asks himself this question: "Will I be proud, 10 years from now, that I hired this man today?"

EMRICH BAKING CO., MINNEAPOLIS, MINN. Application for Interview

Name in Full.....	Last	First	Middle	Date.....					
Type of work applied for.....									
Your address.....	Street	City	State	Phone.....					
Date of birth.....	Month	Day	Year	Place of birth.....					
Physical defects.....	(Physical examination required)			Age..... Height..... Weight.....					
Check whether MALE <input type="checkbox"/> FEMALE <input type="checkbox"/>									
Education (Put a circle around the last grade you were in):									
Elementary—	1	2	3	4	Vocational—	1	2	3	4
High School—	1	2	3	4	Business School—	1	2	3	4
College—	1	2	3	4	Other.....				
Name and address of last school attended.....									
Remarks.....									
Marital Status: Single <input type="checkbox"/> Married <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/> Separated <input type="checkbox"/>									
Persons dependent on your income:									
Self..... <input type="checkbox"/>									
Wife..... <input type="checkbox"/>									
Number of children.....									
Number of others.....									
Weekly earnings expected \$.....									
Weekly earnings last job \$.....									
Have you worked here before?..... Yes <input type="checkbox"/> No <input type="checkbox"/>									
Applied here before?..... Yes <input type="checkbox"/> No <input type="checkbox"/>									
When?.....									
Your main occupation.....									
Have you supervised others?..... Yes <input type="checkbox"/> No <input type="checkbox"/>									
Number of weeks out of work last 5 years.....									
Drive a car? Yes <input type="checkbox"/> No <input type="checkbox"/> Own a Car? Yes <input type="checkbox"/> No <input type="checkbox"/> Make.....									
Insurance carried: Life <input type="checkbox"/> Hospital <input type="checkbox"/> Accident <input type="checkbox"/> Other.....									
Do you: Own home <input type="checkbox"/> Rent <input type="checkbox"/> Board <input type="checkbox"/> Live with parents <input type="checkbox"/> Live with relatives <input type="checkbox"/>									

An Applicant for Interview Speeds Up Hiring

Value of *Enrichment* to the American People

Enriched Bread Means Enriched Living

For the **BAKER** and for the **FAMILIES**
who are his **CUSTOMERS**

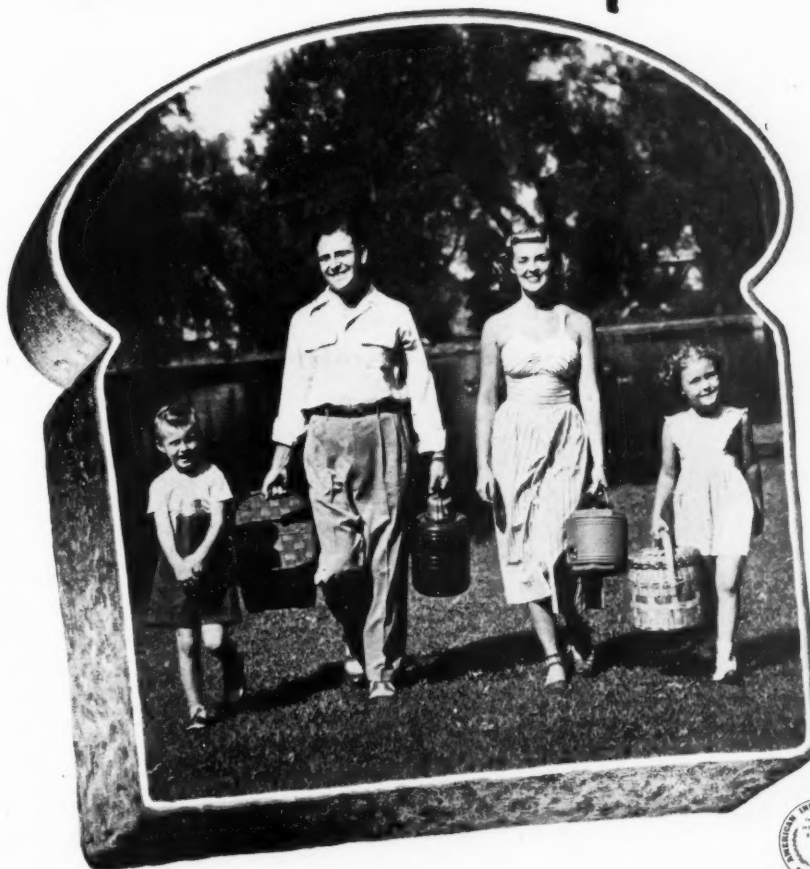
BBETTER bodies—*healthier* bodies, more alert minds, sharply reduced infant mortality, lower tuberculosis and over-all death rates—improvement in both the quantity and quality of life—these are the established rewards of enrichment carried out on a national level.

FINDINGS OF FACT. These were the findings of fact in the large-scale Newfoundland Nutritional Surveys,* and these are what enrichment means to the U. S. A.

A GREAT OPPORTUNITY. Here is a clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.

*These surveys were supported by the Newfoundland Government, the Newfoundland Tuberculosis Association, the individual investigators, and Merck & Co., Inc. (*The Canadian Medical Association Journal*, March 1945 and April 1949.)

Summaries of the findings of these surveys are available on request.



Member

Merck Enrichment Wafers

WITH Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting)—**SPEEDY DISINTEGRATION** (to fit your production schedule)—and **UNIFORM ENRICHMENT** (fine-particle ingredients disperse freely throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.



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Merck Enrichment Wafers

In the . . .

Industry Spotlight

. . . by Bill Lingren

Bread Gets Boost from Union

The nutrition and economy of bread, "man's basic food," is given a big boost in an article by William F. Schnitzler, general secretary-treasurer of the Bakery and Confectionery Workers International Union of America, appearing in the February issue of the Bakers & Confectioners Journal. In addition, advance reprints of the article have been sent to the official journals of 108 international union publications and to 276 local labor newspapers with requests to reprint the article. As a result of this laudable activity, millions of readers of union papers will read the story of bread this month.

Mr. Schnitzler does a fine job in telling the story. The article is titled "Bread Is Your Best Buy in Food," and a sub-title says, "Working men and women need energy-giving food at a price they can afford; they get it in union-made bread products."

"Bread, man's basic food, continues to be improved as it has been throughout past ages," the article says, "and the product's progress is in no small measure due to the efforts of union bakers. . . . Bread has been improved in taste, texture, digestibility and nutrition to the point where it is now the unrivaled 'best buy' in food. More than that, it is by far and away the cheapest as well as the best for man today!"

"The workingman of today who goes into a retail bakery or a grocery store and comes out with a loaf of bread has spent his wages the best way possible. In addition to buying appetizing food, he has bought more nourishment for less money than any other product he could select."

These selected quotations from the article read as though they were written by a baker's own advertising staff. And the economy and nutrition theme is backed up in the article with facts and figures, presented in a convincing way.

This boost to bread is doubly significant when one considers the market to which it is directed. As the article points out, "a laboring man can be expected to eat about a pound of bread a day."

Mr. Schnitzler has indicated that it is the intention of his union's headquarters to call upon labor publications to carry such messages to the working men and women of this nation.

"The record of decline in the consumption of baked products has been

of great concern to our membership and we intend to use every channel at our command to prove to the working men and women of this nation that the wholesomeness and nutritious value of baked products is unequalled when compared with other food products," Mr. Schnitzler said. We have been heartily in accord with the programs that have been in effect that would tend to increase the consumption of baked products and offer this effort as our part in the campaign."

Gordon Smith, Sr., Honored

Gordon Smith, Sr., founder of Smith's Bakery, Inc., Mobile, Ala., last month observed the 50th anniversary of the founding of his bakery organization that now operates six plants in three states. It was an important milestone for Mr. Smith and his home city of Mobile looked back proudly with him at the 50 full years of accomplishment. The city's newspaper published an extensive feature story outlining his activities and his many friends in the baking industry should be proud of his standing in his community. He is a credit and an honor to the industry.

Much was written about Mr. Smith and his career, but the most signifi-

cant comments from a baking industry standpoint came from Oliver Steele, International Milling Co. representative in Birmingham, Ala., a long-time friend.

"I have known Gordon closely for 40 years," Mr. Steele writes. "I have seen him in action, know what he has meant to the baking business, which he regards as his calling. He was a big factor in the building of the Southern Bakers Assn., and was twice its president. He was number one in building the American Institute of Baking."

"Early Gordon Smith saw an army of allies in the men who represent those merchants who sell to the bakers. He saw that the progress of the allied men depended on the success of the baker. Therefore, in 1920 he founded the Allied Trades of the Baking Industry. I was there when he launched the move. No single living man has done so much for the industry as has Gordon Smith."

"No one has told or can tell the number of men who have called on Mr. Smith and who have been inspired to higher and better things by his philosophy and his personal living. Lowell Thomas said, 'He who has a worthy son is the most blessed of all people.' That makes Gordon Smith thrice blessed."



Bill Lingren



PRESENTATION—Paul Chapman, president of Chapman & Smith Co., Chicago, was recently presented with an oil portrait of his father, John Chapman, who founded the company over 71 years ago. This portrait, painted by one of the country's leading artists, was commissioned and paid for by the employees of Chapman & Smith Co. Shown above with Mr. Chapman (left) at the presentation are Harry Maus and Ralph Mathison, both company veterans of many years' service. In making the presentation, Mr. Maus recalled that his father, "like many other men, had many years ago been befriended by John Chapman in time of great need." This act of friendship eventually resulted in Harry Maus becoming a member of the company. The presentation was made during the recent annual sales meeting of the Chapman & Smith Co. held in Chicago, during which it was unanimously agreed that "1950 holds promise of the greatest year in the history of baking, providing everyone connected with it does dig in and beat their best. The theme of the meeting was 'Beat Your Best In '50.'"

The Baker and the Law (Cont.)

Last month in this department we had some comments about the high standing of the early-day baker in the eyes of the law. Bakers were considered first rank citizens in early times in England and the early Greeks made every baker eligible for the position of Senator.

Comes now a horse of a different color. The Jan. 23 issue of Food Topics reports, in one of its featured departments, that "whenever the cost of bread got too high in 18th century Turkey, it was customary to hang a baker or two."

It would appear that in those days they didn't even go through the formality of inviting bakers to appear before a Senate subcommittee investigating the high price of bread. Let us hope that Senator Gillette does not hear of this.

Psychological Novel About a Bakery

A psychological novel which revolves around a bakery has recently been published. Although it is highly entertaining in its treatment of the bread baking process, it is unfortunate that the author found it necessary to weave his story about the goings-on in a filthy cellar bakery.

Frederic Morton is the author, "The Darkness Below" is the title of the book, and Crown Publishers, New York, is the publisher.

The novel is a record of the psychological conflict of a refugee physician torn between two professions, two women and two selves. Anatole Braham's troubles begin when he starts working nights in the basement of Wist's Bakery to finance his medical education in the U.S. Gradually, the cellar world of the bakery began to work a spell on him. It was a topsy-turvy world in which Joseph, the taciturn bread baker, was the aristocracy, "professor" Anatole the struggling commoner. There was ancient George, too old to work now, but full of bakery lore; the fluttery manager, Mr. Wist; the uninhibited Mr. Swabolik, who repaired the mixer and probed the emotions of the people in the bakery with equal skill; Herr Trebakker, who had outlived his world; the homicidal cake baker named Jensen, and the provocative salesgirl named Elvira, who came downstairs regularly to disturb Anatole.

Quite a collection of characters, but all necessary to the unraveling of the dramatic story. But the filth and rats and mildew so graphically described do the baking industry an injustice.

Seems to us this is a case for Dr. Edward Holmes and his AIB department of sanitation.

Here's a Tip on Flour Bags

The National Cotton Council passes on this tip for bakers looking for the highest salvage prices for once-used cotton flour bags:

"Insure proper bag opening by specifying that bags delivering flour be closed with alternating red and white thread. A pull on the red thread quickly opens the bag."

This suggestion, the council reports, comes from an eastern macaroni manufacturer who discovered the red thread to be a real aid to obtaining the highest salvage price now being offered for No. 1 once-used cotton flour bags.

BETTER FLOURS FOR BETTER BAKING

A Complete Flour Service

- ★ Hard Spring Wheat
- ★ Hard Winter Wheat
- ★ 100% Whole Wheat
- ★ Cake Flours
- ★ Pastry Flours

RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINN.
Millers of Occident, American Beauty
And Other Bakery Flours

Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kilm-Dried
WHITE CORN PRODUCTS
Capacity, 16,000 Bushels

Snow Lily
Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

King Milling Company
High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

Victor-Champion-Frost King-Headliner
Family Flour De Luxe
THE CRETE MILLS
CRETE, NEB.

DOBRY'S BEST
and
BEST OF THE WEST
DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Chickasha Milling Co.
Capacity CHICKASHA Cable Address
1500 sacks OKLA. "Washita"
Manufacturers of High-Grade
Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

We Specialize in ...
FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN ILLINOIS

CONVENTION CALENDAR

March 6-9—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago; sec., Victor E. Marx, Rm. 1354, La Salle Wacker Bldg., 121 West Wacker Drive, Chicago 1.

April 10-11—Iowa Bakers Assn., Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, 1428 Mulberry, Waterloo, Iowa.

April 12-14 — Southern Bakers Assn., Venoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

April 16-18—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Charles Neuman, Sr., Holsum Bread Co., Inc., Fort Worth.

April 17-19 — Pacific Northwest Bakers, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem.

April 19—South Dakota Bakers Assn., Cataract Hotel, Sioux Falls; sec., Lex Quarnberg, Tri-State Milling Co., Rapid City.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 25-26—Bakers' forum, sponsored by the Allied Trades of the Baking Industry of Southern California; Rodger Young Auditorium, Los Angeles; sec., Philip Seitz, P.O. Box 272, 1209 Carlton Drive, Glendale 5.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 20-23 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-23—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

June 4-6—Rocky Mountain Bakers Assn., Albany Hotel, Denver, Col.; sec., T. W. Kunde, P. O. Box 5326 TA, Denver 17.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Road, Chicago 13.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gray, 16 McClellan Place, Baltimore.

June 25-28—New England Bakers Assn.; Preston Hotel, Swampscott, Mass.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16.



"ECONOMICAL TO OPERATE Bakes Wonderfully"

Minnesota Baker Praises Hubbard Oven Performance

★ From Proprietor Peter Suess of Al's Bakery, Sleepy Eye, Minnesota, comes typical tribute to the performance of HUBBARD OVENS: "This oven has so many features, it is hard to say which is the most outstanding. It is clean. It is very economical to operate. It bakes wonderfully!" Learn more about HUBBARD OVENS' rigid all-steel construction . . . smooth quiet operation . . . precision balanced trays . . . exclusively developed burner equipment. Write for FREE literature.



HUBBARD OVEN DIVISION
Illinois Range Company

Factory and General Offices: 822 Central Road, Mt. Prospect, Illinois
COMPLETE EQUIPMENT FOR THE PREPARATION AND SERVING OF FOOD



The Choice of the Finest Hard Wheats

The only mill in this great terminal market,
Duluth Universal consistently offers you a
BETTER SPRING WHEAT FLOUR

DULUTH UNIVERSAL MILLING CO.
Duluth, Minnesota

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Exceptional Bakery Flours TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,000,000 Bus.

ARNOLD ...of... STERLING

Mills and Sells

"Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

ARNOLD MILLING CO.
STERLING, KANSAS

ZINSMASER FIRM PLANS EXPANSION IN DULUTH

DULUTH—The Zinsmaster Bread Co. has announced its plans to increase capacity about 30% this year in a program which also will include remodeling of its entire Duluth plant.

The addition already has given the bakery at 2831 W. Superior St. 4,500 additional feet of loading space, doubling its old garage and loading room capacity. The contemplated baking department expansion will include a new oven and various types of machinery, according to Emil A. Wahlund, manager of the Zinsmaster Bread Co.

Construction of the addition was necessitated by the planned expansion of the baking department, the manager stated.

—BREAD IS THE STAFF OF LIFE—

AUXILIARY ELECTS

PITTSBURGH—The Retail Master Bakers of Western Pennsylvania and the ladies auxiliary of the association appointed Mrs. Al Plantizer, Plantizer Bakery, chairman of the Easter Monday dance, an annual

affair. Mrs. John Knaus, Knaus Bakery was installed as chairman of the auxiliary at a dinner meeting Jan. 4, at which a sizeable contribution of money was voted by the ladies for the South High Vocational School, baking division.

—BREAD IS THE STAFF OF LIFE—

MICHAEL MAGDE ELECTED BY ROCHESTER BAKERS

ROCHESTER, N.Y.—The annual installation of officers of the Rochester Master Bakers Assn. was held at a dinner meeting in the Liederkrantz Club here.

Installed were Michael J. Magde, president; Abe P. Rockowitz, vice president; J. W. Stalker, secretary, and Emmet V. Norton, treasurer. The retiring president is Charles Mueller.

The installing officer was Raymond R. Bleier, Rochester, president of the New York State Retail Bakers Assn. The dinner was attended by more than 100 members and guests of the association.

—BREAD IS THE STAFF OF LIFE—

KRAFT SELLS PLANT IN ALBERT LEA, MINN.

ALBERT LEA, MINN.—The Kraft Foods Company of Wisconsin's Albert Lea plant was purchased recently by Lea Foods, Inc., Stillwater, Minn. The plant will continue to manufacture the same products which were produced in the past. It was announced that Gilmer Moden, Albert Lea, who was in charge of the plant for Kraft, has been named general manager in charge of operations for the dairy products company.

J. V. SERWATKA NAMED

NEW ORLEANS—Joseph V. Serwatka, formerly of Cleveland, Ohio, has been appointed manager of the Ward Baking Co., New Orleans. The Ward Baking Co. recently bought out the La Nasa Baking Co. and plans a reintroduction of Ward's Tip Top bread and cakes in the New Orleans area.

ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

VOIGT MILLING CO.

Grand Rapids, Mich. Telephone 85991

Garland Mills, Inc.

Pure Soft Winter Wheat Flour
Famous for Quality

GREENSBURG, IND.

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.

"Golden Loaf"

That's Our Brand—
The Flour with the Doubt and
Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.

Bowersock Mills & Power Co.

LAWRENCE, KANSAS

ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

* "Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

Better Milling of Finer Wheat Produces

Acme's

Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.



for better baking

ask for

Acme!

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.



DAILY CAPACITY—2,000 CWT.

ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

BIN-LEVEL CONTROLS

2 BIN-DICATORS
Often Replace 1 Man



BIN-FLO

Aerating Units
Keep Things Moving

ECONOMICAL
MATERIAL
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DEPENDABLE
BIN-LEVEL
INDICATION

Mail
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THE BIN-DICATOR CO., 13946 Kercheval, Detroit 15, Mich.

Please send new 20-page catalog giving complete information and specifications on BIN-DICATORS. Also please send information on BIN-FLO Aerating Units. NM-2

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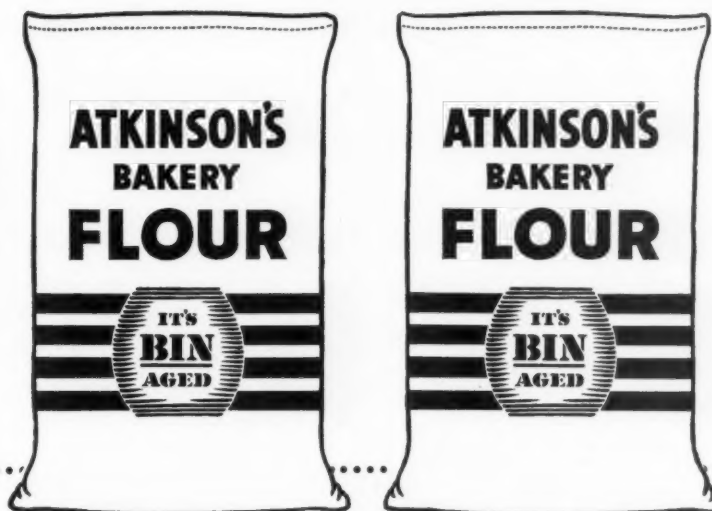
It's enough for twins to look alike



...and for perfumes to smell alike



But flours have to
BE ALIKE!



...and we take 3 extra steps to be sure



**AND IT'S
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types. We have ample time to adjust—and we do adjust—our milling to precise accuracy . . . extra step number one.

We bake test the flour as it goes to the

bins . . . extra step number two.

We bake test again and make a chemical analysis just before delivery . . . extra step number three.

That's why we can freely guarantee absolute uniformity, from one lot to the next, of the flour you buy. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

HUBBARD MILLING COMPANY

MANKATO, MINN.

HUBBARD'S ALMANACK

THE FOLLOWING STATEMENT APPEARED IN GRIST,
HUBBARD TRADE MAGAZINE, IN OCTOBER, 1920

"The new crop varies greatly in
quality. So does flour from that
wheat. Buy flour from the mill
of high standards and be safe."

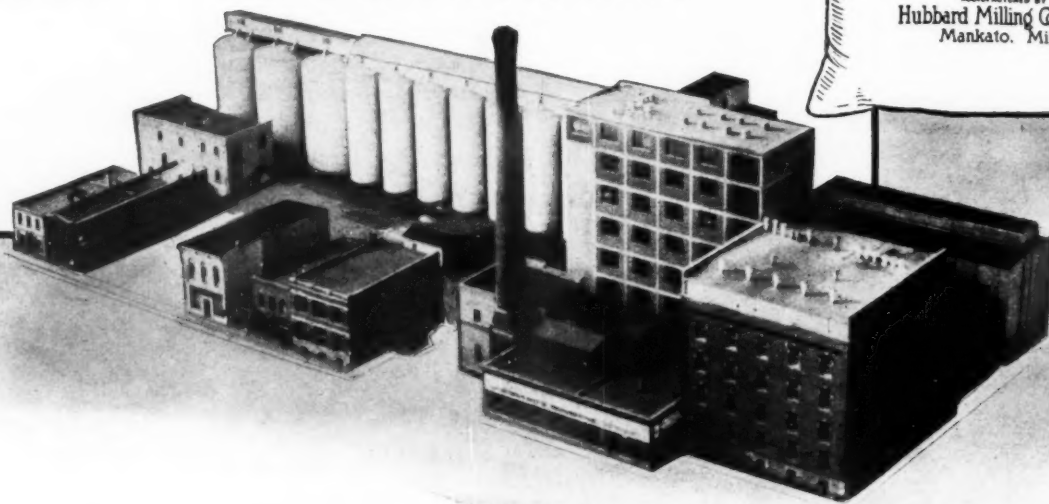
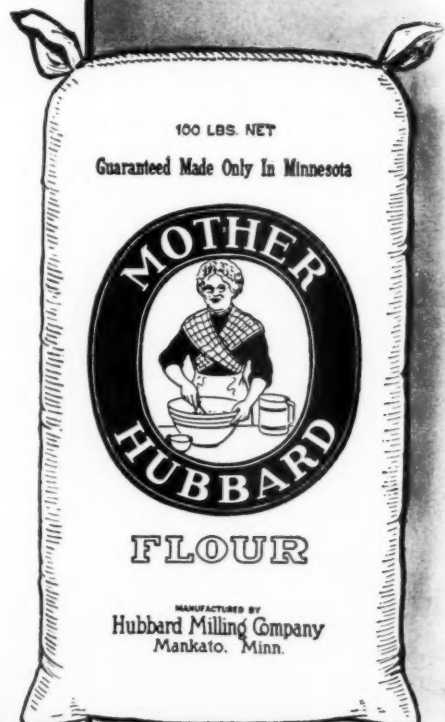
TRUE STATEMENTS IN 1920—STILL TRUE IN 1950

HUBBARD

"A Name Synonymous with Quality"

MOTHER HUBBARD
SPRING MAIDE
ATHLETE

HUBBARD'S SPECIAL
UNIVERSITY SUPERLATIVE
KING HUBBARD (High Protein)



★ ★ QUALITY SINCE 1878 ★ ★ ★ ★ ★

Wage-Hour Regulations

(Continued from page 23)

Local Retailing—Section 541.4—The term "employee employed in a bona fide . . . local retailing capacity" in Sec. 13 (a) (1) of the act shall mean any employee—

(a) who customarily and regularly is engaged in—

(1) making retail sales of goods or services of which more than 50% of the dollar volume are made within the state where his place of employment is located, or

(2) performing work immediately incidental thereto, such as the wrapping or delivery of packages; and

(b) whose hours of work of a nature other than that described in paragraphs (a) (1) or (a) (2) of this section do not exceed 20% of the hours worked in the workweek by nonexempt employees of the employer.

(Note: The major changes in the revised "local retailing" definition, above, are in (a) (1), which adds the retail sale of "services" to work in which such an employee may be engaged, and in (b), in which nonexempt work is defined as "work of a nature other than that described" in (a) (1) or (a) (2). Like the former definition, the revision has no salary test, and continues to limit nonexempt work of "local retailing" employees to 20% of the hours of "non-exempt employees.")

Outside Salesman—(Section 541.5)—The term "employee employed . . . in the capacity of outside salesman" in section 13 (a) (1) of the act shall mean any employee—

(a) who is employed for the purpose of and who is customarily and regularly engaged away from his employer's place or places of business in—

(1) making sales within the meaning of section 3(k) of the act, or

(2) obtaining orders or contracts for services or for the use of facilities for which a consideration will be paid by the client or customer; and

(b) whose hours of work of a nature other than that described in paragraphs (a) (1) or (a) (2) of this section do not exceed 20% of the hours worked in the workweek by nonexempt employees of the employer; Provided, that work performed incidental to and in conjunction with the employee's own outside sales or solicitations, including incidental deliveries and collections, shall not be regarded as nonexempt work.

(Note: The change in the revised "outside salesman" definition, above, is in (a) (2), which is expanded to include the taking of orders for "services," as well as for the "use of facilities." In this definition, as in the "local retailing" definition, there is no salary test, and the amount of nonexempt work continues limited to 20% of the hours of "nonexempt employees.")

Petition for Amendment of Regulations—(Section 541.6)

Any person wishing a revision of any of the terms of the foregoing regulations may submit in writing to the administrator a petition setting forth the changes desired and the reasons for proposing them. If, upon inspection of the petition, the administrator believes that reasonable cause for amendment of the regulation is set forth, the administrator will either schedule a hearing with due notice to interested parties, or will make other

provision for affording interested parties an opportunity to present their views, either in support of or in opposition to the proposed changes. In determining such future regulations, separate treatment for different industries and for different classes of employees may be given consideration.

Explanatory Bulletin Issued

To aid employers and employees in better understanding the provisions of the revised regulations, Mr. McComb has issued an explanatory bulletin which contains material explaining and illustrating the terms used in the regulations. The bulletin, available without cost from any office of the Wage and Hour and Public Contracts Divisions, cautions that "the exempt or nonexempt status of any particular employee must be determined on the basis of whether his duties, responsibilities and salary meet all the requirements of the pertinent section of the regulations. The employee's title or class specification is of no significance in determining whether he meets these tests."

Mr. McComb pointed out that, while the changes in the salary requirements of the regulations are the most apparent, "in any specific case, however, it is the actual work performance, and responsibilities, and the salary of the individual employee, which determine whether a particular test has been met or whether the exemption applies." He said further that in determining that an employee's duties, responsibilities, and salary meet the requirements for exemption, "it should be borne in mind that a change in the employee's assignment may bring with it a change in his exemption status." The additional or different duties should be considered in ascertaining whether the employee meets the requirements for exemption during such weeks.

The administrator advised employers to bear in mind that the exemptions governed by the regulations are applied on a work week basis. Thus, the specific employee must qualify for exemption for an entire week, or not at all.

Pennsylvania Bakers

(Continued from page 16)

gave many suggestions for improving sanitation in bakeries.

Returning to the subject of competition, Fred G. Wheeler, Armour & Co., Chicago, declared that bakers should "not try to cut each other's throats, but rather simply try to do better what their competitors are doing." He said that competition makes better salesmen, better bakers, and should keep all employees alert.

Mr. Wheeler mentioned some of the fields of activity available to bakers. He urged them to get back of

The concluding address of the convention was an inspirational talk by Dr. Walter D. Head, president of "World Alliance," and a past president of Rotary International. He devoted his remarks to the youth of the nation, saying that there is no special problem with them, but that all ages are confronted by various problems.

Retail Bakers Night Held

A large number of retail bakers and their salesgirls attended the special session held for that group the evening of Jan. 23. Miss Kay Williams, Standard Brands, Inc., New

General Mills Holds "Jim Taggart Day"



Leslie N. Perrin (left), GMI President, Congratulates Jim Taggart

MINNEAPOLIS — General Mills, Inc., celebrated "Jim Taggart" Day here Jan. 10 in honor of the alert flour salesman who discovered the first Brown 'n Serve rolls in a small Florida bakery and saw the promise the process had for the bakery industry.

It was Mr. Taggart, associated with General Mills and predecessor companies for 23 years, who happened onto the first Brown 'n Serve rolls at the Gregor Bakery in Avon Park, Fla., 80 miles east of Tampa where he resides. That was last summer.

York, opened the session. She spoke of the value of suggestive selling and showed a number of slides to emphasize this point.

Later in the evening Miss Williams directed a salesgirl style show, using salesgirls from local bakeries as models. Her "star" was a little three-year-old girl, who really stopped the show.

Members of the Ladies Auxiliary of Western Pennsylvania presented a very interesting sales demonstration, entitled "Ring Out the Old—Ring Up the New." This showed the right and wrong ways of selling, and offered many practical sales helps.

Joseph D. Noonan, Carol Bakers, Inc., Worcester, Mass., spoke about "Ways That Sell," emphasizing the value of windows for retail bakers.

Walter Jennings of the ARBA attended this meeting and addressed it briefly. He said that salesgirls are the selling force which produces the large volume of business done by the retail baking industry. In speaking of the responsibility of sales management, he declared that no unproductive practices should be permitted to remain in a retail bakery establishment.

The president's reception and allied trades party was held in the Crystal Ballroom the evening of Jan. 22. Entertainment and refreshments were provided by members of Pennsylvania Division No. 4, Allied Trades of the Baking Industry, and by the Bakers Courtesy Club of Pittsburgh.

The convention closed with the annual banquet the evening of Jan. 24 under the direction of G. Leonard Conly. The ballroom was filled to capacity.

Final registration figures for the convention indicated attendance by 192 bakers and 284 allied men.

The process was quickly improved in the General Mills' commercial test bakery, Minneapolis, and in November was given to the bakery trade of America as a public service, officials pointed out.

As part of "Jim Taggart" Day, Leslie N. Perrin, president, personally escorted Mr. Taggart on a tour of the company's executive offices. In the evening Mr. Taggart was honored at a dinner in the Minneapolis Club attended by Harry A. Bullis, board chairman, and other top company officials.

Baking Industry Executives Attend "Bosses' Night"

MINNEAPOLIS — Executives in companies serving the baking industry were feted by their sales representatives at the first annual "Bosses' Night" sponsored by the Minnesota Allied Trades of the Baking Industry Jan. 19 at the Radisson Hotel here. Approximately 70 members of the allied trades association and their bosses attended.

Bosses were supplied with a lapel tag designating them "wheels" and seating them to favored positions during the evening; the members of the allied club were termed "just cogs."

Following a cocktail hour and dinner, E. T. LeMire, International Milling Co., Minneapolis, president of the allied trades association, introduced the master of ceremonies for the evening, Frank Madden, St. Paul, secretary of SaintPaulites, Incorporated, a civic organization, who presented engraved citations for civic enterprise on behalf of the king of the St. Paul Winter Carnival. Mr. LeMire, J. M. Fiest, Standard Brands, Inc., and J. J. Ahern, head of the Rapinwax Paper Co., Minneapolis, received the awards.

R. M. Bates, Rapinwax Paper Co., secretary of the Minnesota allied group since the association's inception, was honored by the group and awarded a watch by L. C. Bovig, Procter & Gamble, Minneapolis, first president of the club, serving in 1937.

Bakers' Needs Studied at 34th Convention of Potomac States

By LILLIAN BARNES ORR

Editorial Staff of
The American Baker

BALTIMORE, MD. — Outstanding attendance at the business sessions of the Potomac States Bakers Assn. convention rewarded the presentation of a carefully worked-out program, integrated to help the baker face a new decade and a new half century. Both large and small bakers met at the Lord Baltimore Hotel Jan. 29-31 to learn and discuss what is happening and how they can best meet their old and new problems.

After a brief plea by Paul K. Corcoran of Holmes & Son, president of the association, for participation by all in association work, Emory C. Rice, Rice's Bakery, program chairman, showed how changes within and without the industry during the past half century, had been studied by the committee to determine where bakers need help to hold their gains and promote further growth.

Tracing the industry's operation from the manual to the automatic, from horse-drawn to 100-mile-radius trucks, from sales from 1 out of 10 housewives to 19 out of 20, he listed on the other side of the balance sheet: the downward turn in flour consumption, the competition of other foods, the growing trend toward government interference and inhibition of free enterprise.

"However, in 50 years, we have not seen a substitute for bread, which cannot be said of many industries," he stated.

Human Relation Discussed

To answer the tremendous need for better human relations and morale he presented Thomas R. Reid, vice president, human relations, McCormick & Co., whose experience as organizer and first chairman of the personnel policy board of the Department of Defense, has given him a sound knowledge, applicable to the human relations' problems of any business.

Mr. Reid stressed the dangers of a curtain between management and employees and said that "to think spiritually, morally and ethically in terms of people pays off in profits." In his own company, he reported a directly recognizable increase in profits due to such employee benefits as rest periods, Christmas vacations and other improvements. Such things, he said, are not gifts, but a mutual trust, whereby the company acknowledges the employees' share in earning profits.

"The business which does the most for the most people at the fairest prices, with the best quality products and efficient service for the prices charged, is the one that in the long run will survive," he said. "Such policies may be good will insurance for a company or an industry against the dreaded possible day of government competition. The baking business, as a stable industry, must be alert to a government which is already toying with the idea of state services to the people and whose planners begin to look around for industries to take over. Although ours is still a long way from this, we may find ourselves competing not only against each other but competing for the right to conduct free, untrammelled business without government intervention."

Carl Steinhauer, director of sales for Union Steel Products Co., Albion, Mich., discussing modern methods of "taking the hand out of handling," illustrated his suggestions with slides of loading, handling and shipping, in successful bakery plants.

William A. Quinlan, Washington attorney, reviewed "What's What in Washington" in an off-the-record talk. He concluded with the thought that freedom is everyone's job and we have to work and fight for it.

Ralph Ward's appraisal of the tools in the hands of our industry carried the baker beyond the physical properties of his trade. Mr. Ward, who is president of Drake Bakeries, Inc., Brooklyn, and chairman of the national affairs committee of the American Bakers Assn., showed how such forces as the American Institute of Baking, the Bakers of America Program and associations can be and have been soundly-wrought tools in preventing postwar price-cutting, premium-giving, and other evils that followed World War I.

Howard Hunter, executive vice president of the AIB, a later speaker, gave in more detail the progress in the development of the new institute

building project. In an outline of 1950 plans, he showed the broad reaches of the program in practical research, in the sanitation field and in the service and other departments. He urged members to consider the AIB as an instrument entirely for the industry, and said that "the more help it can give the better it will be pleased."

A fresh approach to another industry problem was given by George J. Conly, general sales manager of the Parkway Baking Co. and president of the Philadelphia Production Men's Club. Mr. Conly represents a new generation of young men who are following in the family business tradition.

He felt very strongly that to develop the kind of men needed in this field the industry, itself, must create a pride in its trade—in "just being a baker."

The importance of costs in efficient bakery operation was presented by Peter Pirrie, Bakers Weekly, New York.

"The vital need for accuracy in this phase of management, even by the smallest baker, must not be neglected," he said. He showed "what costs are, what they should not be and what they can be."

Fred Wheeler, director of research for Armour & Co., Chicago, talked on "Revitalizing Sales in a Competitive Market," offering suggestions for a

POTOMAC STATES BAKERS ELECT NEW OFFICERS

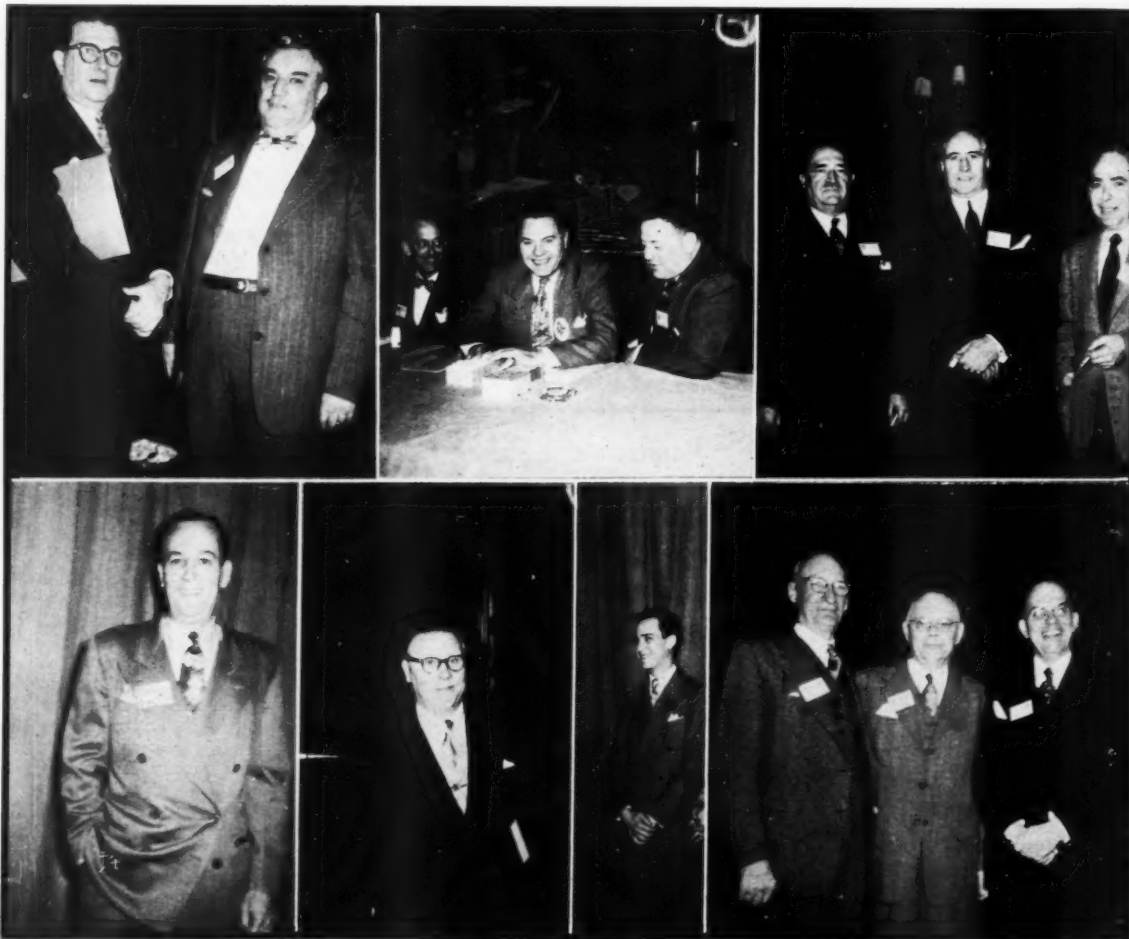
BALTIMORE — Carl P. Schmidt, Schmidt Baking Co., Baltimore, was elected president of the Potomac States Bakers Assn. during that group's recent convention here. L. Clark Rice, Rice's Bakery, was elected vice president for Maryland. Directors elected for two years included Walter K. Rice, Star Baking Co., and A. E. Beck, Beck's Bakery. Other officers and directors were unchanged. William C. Decker, James M. Decker Co., was elected allied representative by the Potomac States division of the allied trades association.

realistic analysis of various phases of the marketing job. He dealt, with product shortcomings, sales quotas, distribution expenses and territories.

The Rev. P. Roland Wagner, pastor of the Central Baptist Church of Norfolk, closed the business sessions with an inspirational message on Americanism.

Reception Held

The convention started with a president's reception the evening of Jan. 29, when a buffet supper, refreshments and dancing were provided by the allied trades group. The ladies were guests for cocktails, luncheon and cards Jan. 30 and the convention



POTOMAC STATES MEETING—Some of the officers, committee chairmen and speakers who participated in the recent convention of the Potomac States Bakers Assn. at Baltimore are shown in the pictures above. In the picture at the left on the top line, left to right, are Claude Bollinger, Kansas Flour Mills Co., Reading Pa., and Ralph Ward, Drake Bakeries, Inc., Brooklyn, who spoke on "Tools in Our Industry's Hands." In the middle picture on the top line are shown some of the committee chairmen; left to right, they are Charles M. Sinclair, registration; Charles W. Cowan, entertainment, and Ray H. Sullivan, publicity. Those in the third picture on the top line, left to right, are Ralph Herman, General Mills, Inc.;

J. U. Lemmon, Jr., Doughnut Corporation of America, and Ben Hopper, Valler & Spies Milling Company. The first three pictures in the bottom row, left to right, show Carl Steinhauer, Union Steel Products Co., Albion, Mich., who spoke on "Today's Handling Methods"; Carl P. Schmidt, Schmidt Baking Co., Baltimore, incoming president of the association, and George J. Conly, Parkway Baking Co., Philadelphia, who spoke on "The Junior Angle." In the final picture in the bottom row, left to right, are Anton Hagel, Hagel's Bakery, Baltimore, association treasurer; Lewis Graeves, Chas. Schneider Baking Co., Washington, ex-president of the association, and Duane Rice, Rice Baking Co.

closed with a banquet and entertainment Jan. 31, unsurpassed in industry circles.

Active in preparing for the various facets of convention life were Paul K. Corcoran, general chairman; Emory C. Rice; Emmet Gary, secretary; Charles W. Cowan, entertainment chairman; Ray H. Sullivan, publicity, and Mrs. William J. Ehorst, chairman of the ladies committee.

For the first time in many years the debonair Lou Schillinger was missing from the festivities and business sessions, but all were glad to hear he is recovering satisfactorily from a recent operation.

Regional Meetings of Iowa Bakers Assn. Well Attended

WATERLOO, IOWA—The Iowa Bakers Assn. held regional meetings throughout this state during the month of January, with good attendances recorded for the meetings and the bakers attending each meeting receiving useful information, according to Charles E. Forsberg, Alstadt & Langlas Baking Co., secretary of the state association.

Two meetings were postponed because of inclement weather: The meeting at the Elks club in Le Mars will be held Feb. 21 and the meeting scheduled for the Hotel Warden in Fort Dodge will be held Feb. 22.

Meetings were held in Burlington, Mason City, Oelwein, Dubuque and Des Moines. Meetings were scheduled to be held in Cedar Rapids with Hugh Sliss, Cedar Rapids Baking Co., as local chairman, and Red Oak, with J. E. Wilkings, Wilkings Bakery, as chairman.

C. L. Lind, Lind's Bakery, Burlington, had charge of the meeting in his city. A local housewife appeared on the program to discuss what the consumer expects from her baker, a feature which was a part of every session of the state meetings, along with a movie sponsored by the Northwestern Bell Telephone Co. on "Telephone Courtesy," showing bakers and their sales girls how to make sales and promote good customer relations through proper telephone procedure.

Charles Fleming, J. W. Allen Co., Clear Lake, was chairman of the Mason City meeting, assisted by Paul Flogstad, Fairway Bakery, as registrar and George E. Mendon, Pfaff Baking Co., as secretary. Ralph Dieckmann, Algona (Iowa) Baking Co., was also present at the meeting. A sales promotion discussion was featured in the program.

Sixty bakers from 25 northeastern Iowa bakeries met in Oelwein for a meeting under the chairmanship of Karl Behrens, Hub City Bakery, Oelwein. After welcomes by local civic leaders, housewives told the bakers they valued high quality baking, good public relations, efficient service and clerks with a well-groomed appearance.

At the Dubuque meeting, Rita Spahn, dietician for the Meadow-Gold Dairy Corp., gave a short talk followed by the film "Sales-Ways," produced by Standard Brands, Inc.

Paul Seiler, Seiler's Bakery, Indianola, treasurer of the Iowa Bakers Assn., had charge of the Des Moines program. A local home economist discussed sanitation and nutrition as a part of her talk on the housewives' likes and dislikes regarding bakery products, and Mr. Seiler spoke on

suggestive selling. Sanitation was further stressed by a representative of the state department of agriculture.

The meetings were featured by open discussions on bakers' problems. A dutch lunch followed each meeting.

—BREAD IS THE STAFF OF LIFE—

Objectives of SBA Discussed at Governors' Meeting

ATLANTA—Plans and objectives of the Southern Bakers Assn. were discussed at the first meeting of the year of the board of governors of the group at the Biltmore Hotel here Jan. 20. O. C. Jones, Jones Bros. Bakery, Inc., Greensboro, N.C., SBA president, presided.

A complete financial report prepared by the auditors of the association was presented and approved.

Plans for the 36th annual convention in April were presented by the convention committee. After careful consideration of convention budget and proposed program and entertainment, the plans were approved.

Discussion of plans for the 1950 Southern Bakers Exposition and Production Conference came under discussion. E. P. Cline, SBA secretary, advised that contract for space in the municipal auditorium in Atlanta had been made and deposits submitted. He also advised that the city has increased rental costs almost 100% over 1948. The secretary also reported that after careful investigation he had cancelled the contract for professional show management, and the association will undertake the management, with such additional help as is needed. All requests by the secretary to the board in this connection were approved.

The Southern Bakers Production and Engineering School, a project on paper for the past two years, was again brought before the board. After much discussion, the board moved to finance a complete investigation,

Forrest W. Sharpe Elected President of Ohio Bakers Assn.

CLEVELAND — Many demonstrations that brought out new ideas and principles in the baking industry, inspirational speeches and a variety of interesting entertainment marked the 1950 Ohio Bakers Assn. winter convention held at the Hollenden Hotel Jan. 15-17 with an attendance of some 700.

Elected to serve as president of the association was Forrest W. Sharpe, Jacob Laub Baking Co., Cleveland.

Named to the remaining offices on the slate with Mr. Sharpe were: Morgan Pennington, Pennington Bros., Cincinnati, vice president, and Fred G. Allen, Donaldson Baking Co., Columbus, treasurer. Roy J. Ferguson was reelected as executive secretary.

A new member of the board of trustees elected was Arthur Lembright, Lembright's Bakery, Alliance, Ohio.

The Ohio allied service group reelected the same officers for the 1950 term, with Harry C. Fisher, the Fisher Co., as president.

Al Wiehn Honored

Al Wiehn, Wiehn's Bakery, Cleveland, president of the Associated Retail Bakers of America, and a member of various city and state organizations, was honored all day Tuesday, Jan. 17, which was marked on the convention program, "Al Wiehn Day." Various functions, beginning with a complimentary breakfast, were organized in his honor. Showing his appreciation in more than one way, Mr. Wiehn praised the baking industry for contributing "more than any other group to better living in America."

"I think we have more than helped American living by taking out the labor of baking in the kitchen by each housewife, and making the best of bread and pastries available to her at a minimum of cost and drudgery," Mr. Wiehn said.

Mr. Wiehn said he hoped that

younger men would learn, as he did, that leadership comes from "giving just a little more than is asked." Stressed by him also was the fact that bakers had learned the value of cooperation.

"Formerly special baking recipes for bread or pastries were family secrets," Mr. Wiehn said. "But now, we find that exchanging good recipes benefits the entire baking industry as well as the individual baker. When the baked goods in each bakery is improved to the point that it merits the confidence of the customer, the entire baking industry moves up a step. I, for one, am grateful, that this point of cooperation among our members has been reached."

Demonstrations Held

Cooperation and exchange of ideas, recipes and other helpful hints of value to everyone attending were the theme of the three on-the-stage demonstrations sponsored by Procter & Gamble Co., Standard Brands, Inc., and Durkee Famous Foods.

Stressed by the two representatives of the Procter & Gamble Co., B. R. Kramer and Lloyd A. Miller, was the proper way of putting a mix together, ideal temperatures of mixed-in liquids, and other pointers in making pastry and cake doughs.

Mr. Kramer advised mixing sugar and shortening in pastry dough "until the mass is lumpy," in order to give it the desired even fat distribution.

"The important part in the preparation of the dough is to keep the fat well distributed," Mr. Kramer said. He did the talking while his teammate, Mr. Miller, kept busy with the demonstration of mixing and baking.

Speaking about cake making, Mr. Miller said that mixing determines the quality. Also to be watched closely, Mr. Miller said, was the amount of dough that goes in the pan.

To obtain a rich cake, Mr. Miller said, one must put enough dough in the pan for the right amount of evaporation.

The baked cakes that were passed around proved the points made by the two representatives of the Procter & Gamble Co.

Mr. Miller also spoke about the difficulties that are encountered in making chocolate cake.

"Chocolate cake is the most popular but generally poorest made," Mr. Miller said.

For better chocolate cake results the two demonstrators urged "good mixing" and "good topping."

A series of ideas in cake decoration were demonstrated by Irwin O. Rohrbach, representing Standard Brands, Inc. First impersonating a "careless decorator" and his sorry results, Mr. Rohrbach continued with a series of cake decorations that brought applause from the audience. Mr. Rohrbach stressed planning, study of color, and "ingenuity." He said all these could be achieved with a small amount of effort and small expense by making some original molds.

Paul Pfrommer, representing Durkee Famous Foods, turned his talents toward the making of a new cinnamon filler, which he said was being used for a small type of coffee cake, turnovers, a new type of sweet bun called "pillows," twists and oth-

(Continued on page 75)



OHIO OFFICERS—Officers of the Ohio Bakers Assn. elected during the recent convention of that group in Cleveland are shown above. Left to right, they are: Fred G. Allen, Donaldson Baking Co., Columbus, treasurer; Harry C. Fisher, Fisher Co., president of the Ohio allied organization; Roy J. Ferguson, Columbus, executive secretary; Morgan Pennington, Pennington Bros., Cincinnati, vice president, and Forrest W. Sharpe, Jacob Laub Baking Co., Cleveland, president.



MINNESOTA ALLIEDS HONOR BOSSES—Executives of companies serving the baking industry were honored by their sales representatives, members of the Minnesota Allied Trades of the Baking Industry, at the first annual "bosses night" sponsored by the association Jan. 19 at the Radisson Hotel in Minneapolis. In the illustration at the top left above, R. M. Bates, Rapinwax Paper Co., is shown receiving a watch from L. C. Bovig, Procter & Gamble, Minneapolis, first president of the allied club. Mr. Bates has been secretary of the association since its inception in 1937. At the top right, John Tatam, International Milling Co., is shown chatting with Stafford King, Minnesota state auditor, guest speaker. The committee in charge of the event and allied club officials are shown at the lower left: W. E. Lingren, editor, The American Baker, Minneapolis; E. T. LeMire, International Milling Co., president; Dale Cronk, Rochester Dairy Corp.; E. W. Flerke, General Mills, Inc.; Don Hansen, Rochester Dairy Corp., Rochester; E. D. White, Russell-Miller Milling Co., and Mr. Bovig. Seated, H. H. Ferrell, International Milling Co., and Mr. Bates. At the lower right, J. J. Ahern, Rapinwax Paper Co.; J. M. Fiest, Standard Brands, Inc.; G. R. Krueger, General Mills, Inc., Chicago; Mr. Tatam, Mr. King, and B. Frank Morris, Russell-Miller Milling Co., Minneapolis.

MOSTLY PERSONAL

Richard E. Cline, son of E. P. Cline, secretary of the Southern Bakers Assn., Atlanta, was married to Miss Ernestine Evans, Columbus, Ga., Jan. 13. After a short wedding trip, the couple returned to Atlanta to make their home. The younger Mr. Cline is attending the Southern Technical Institute in Atlanta.

Sidney Lee, Sche-Rose Mfg. Co., Dallas, recently was named by the Texas Junior Chamber of Commerce as one of the state's outstanding young civic leaders for 1949.

Charles E. Forsberg, Alstadt & Langlas Baking Co., Waterloo, Iowa, left Iowa Jan. 17 on a trip to Florida. Mr. Forsberg was in Des Moines Jan. 16-17 in connection with his service as president pro-tem of the Episcopal Diocese of Iowa, a post which he will hold until the consecration of a new bishop in late March or April. He is also chairman of the finance department of the Diocesan Council. Mr. Forsberg returned to Iowa from St. Petersburg, Fla., on Feb. 5.

Blair Lehault, Doughnut Corporation of America, New York, was a recent business visitor in Minneapolis. He attended the first annual Bosses' Night dinner of the Minnesota Allied Trades of the Baking Industry with H. C. Kayser, DCA representative in Minnesota.

Henry Heide, Inc., New York, recently honored employees who have been with the organization 25 years or more. **Edward Grebenstein**, direc-

tor and personnel manager, who had completed 50 years' service, was singled out particularly. He is the second generation in his family to have been so honored. His father, **Charles H. Grebenstein**, who joined the company four years after it was founded, also celebrated his 50th anniversary with it.

Walter R. Schuchardt, who recently resigned as field secretary of the Associated Retail Bakers of America, has taken over the Lake Forest Pastry Shop in Clayton, St. Louis County, Mo. Mr. Schuchardt is a past president of the St. Louis Master Bakers Assn. and has also served several terms as a director of the ARBA.

Walter S. Weissman, Elmira, N.Y., manager of the National Biscuit Co. for 41 years, has retired on pension. He was recently honored at a farewell dinner attended by C. J. Thompson, Buffalo district manager, and other company officials. **J. S. Bumbalo**, Buffalo, has been appointed to succeed Mr. Weissman, who said he will continue active in some line of business, although his plans are not yet complete.

Sam Baker has been appointed assistant regional manager for Anheuser-Busch, Inc., in St. Louis, and **Tom F. Smith**, formerly of Omaha, has succeeded him as Dallas district manager.

Jake Golman, president of the Oak Cliff Baking Co., Dallas, was named "man of the month" in January by

the editors of "The Oak Cliff," official publication of the Oak Cliff Chamber of Commerce.

William O. Mead, president, Mead's Fine Bread Bakery, Lubbock, Texas, was named as Lubbock's "outstanding man of 1949" at the annual distinguished service awards dinner of the Lubbock Chamber of Commerce. Mr. Mead was cited for his various church and civic work activities. He was presented with a key and certificate.

Eugene L. Kunze, formerly general manager of the Pittsburgh office of Standard Brands, Inc., is now general manager of the Cincinnati office of the company.

Julian J. Sanders recently retired from his post in Washington, D.C., with the Continental Baking Co. He has been assistant manager of the firm's plant there since 1946. He started with the Corby Baking Co., a forerunner of Continental, as driver of a horse-drawn delivery wagon.

Michael L. Molan, former president of Purity Bakeries, Inc., and Mrs. Molan recently celebrated their 50th wedding anniversary. In honor of the occasion the Minneapolis Star presented an extensive, illustrated feature story outlining the career of Mr. Molan, who started as a teamster and retired as head of 39 bakeries located in cities throughout the nation. Mr. Molan is still active as a director of Regan Bros. Co., a wholesale bakery which operates plants in Minneapolis, Fargo, N.D., and Mason City, Iowa. His son, **William M.**, is president of this company, which was purchased in 1929. Another son, **Roy**, is head of a bakery at Sheboygan, Wis.

E. R. Braun, Sr., chairman of the board of the Braun Baking Co., Pittsburgh, and Mrs. Braun are among those enjoying a winter vacation at St. Petersburg, Fla.

William J. Coad, chairman of the board, Omar, Inc., Omaha, has been elected a director of the Mutual Benefit & Health Assn. Mr. Coad also is a director of the Omaha National Bank.

Elmer G. Derby, manager of bulk sales for the Walter Baker chocolate and cocoa division of General Foods Corp., Dorchester, Mass., is taking a leave of absence. Mr. Derby may be away from his desk for two or three months in order to regain his health.

Joseph Poehlmann, Milwaukee, "dean" of the Wisconsin baking industry and father of the "Poehlmann family of bakers," will observe his 88th birthday anniversary Feb. 15. Mr. Poehlmann founded the Jos. Poehlmann Baking Co., now operated by his sons. Although retired from active business, he still takes part in the firm's operations.

F. P. McCONNEL JOINS MAAS-KEEFE CO. STAFF

ST. PAUL—F. P. McConnel has joined the sales staff of the Maas-Keefe Co., St. Paul bakery supply firm, according to a recent announcement by Bert Maas. He will work in the St. Paul territory. Until recently Mr. McConnel had served as a sales representative of Swift & Co.

Smith's Bakery Celebrates 50th Anniversary

MOBILE, ALA. — Smith's Bakery and Gordon Smith, Sr., founder of the firm, celebrated the 50th anniversary of the founding of the company Jan. 20. A full page advertisement in the Mobile Press Register and an extensive feature story based on an interview with Mr. Smith told



Gordon Smith, Sr.

the story of the bakery firm's history to the public.

In addition, an eight-page illustrated booklet told "the story behind the loaf," stressing the quality and freshness of "Smith's Holsum."

Mr. Smith moved to Mobile at the age of 25 and began business for himself Jan. 20, 1900.

"There were then 32 bakeries in operation in the Mobile area, but more than 'just another' bakery was born," the advertisement said. "It was the beginning of a business philosophy that enabled one organization to rise above 32 others despite the adversities of major fires, hurricanes, economic depressions and other setbacks. That philosophy was—and still is—the customer is the most important member of every business."

The company today operates bakeries in Mobile, Pensacola, Fla., and Laurel, Meridian and Hattiesburg, Miss.

—BREAD IS THE STAFF OF LIFE—

INTERNATIONAL ANNOUNCES TWO ADDITIONS TO STAFF

MINNEAPOLIS—Two additions to the sales staff of International Milling Co. have been announced recently. **Arnold F. Boettcher**, for the past 15 years manager of the Milwaukee branch of National Yeast Corp., resigned to join International Feb. 1, working in Milwaukee and the adjacent area. **Samuel K. Nutter**, formerly Chicago representative of Bakers Review, joined the Chicago sales staff of International Feb. 6.

—BREAD IS THE STAFF OF LIFE—

OLIVER OTTING RESIGNS AS HEAD OF USHER FIRMS

CHICAGO—Oliver S. Otting has resigned his position as president of Vernon C. Usher, Inc., and Usher Associated Dairies, Inc., Chicago, due to ill health. C. W. Usher will assume the position of general manager for both corporations.

George G. Neuman Heads Bakers Club of Chicago

CHICAGO—George G. Neuman, owner of Neuman Pastry Shops, was elected president of the Bakers Club of Chicago by the board of directors at its meeting Jan. 25. He succeeds Frankie A. Trochim, P. G. Baking Co. Mr. Neuman served as second vice president during the past year.

Carl J. Hornkohl, Carl Hornkohl Co., Inc., was elected first vice president; R. J. Livingston, Jane Livingston Baking Co., second vice president; Otto L. Bergt, owner of Metz Bakeries, secretary, and N. G. Anderson, Bay State Milling Co., treasurer.

New directors elected for two-year terms were: Otto Bergt; Carl Hornkohl; C. J. Regan, Interstate Bakeries Corp., and James Henderson, Wagner Baking Corp.

George Neuman and R. M. Woods, Woods Bakeries, Inc., were reelected for two years, and N. G. Anderson was reelected for one year to fill the unexpired term of Peter Redler.

The retiring president, Frankie Trochim, expressed his gratitude to the chairmen and co-chairmen and members of the standing committees for their excellent work.

The annual meeting of the Bakers Club authorized the directors to issue courtesy membership cards to members in good standing who have retired from business.

Following the annual meeting, the members adjourned to the club quarters, where cocktails were served followed by a buffet dinner. Founder members of the club were honored at the dinner. There are about 175 of these and they will be given shortly, copies of a brochure specially prepared, containing pictures of them and a sketch of their activities with the Bakers Club.

L. A. Williamson, the first president of the Bakers Club of Chicago, and John Kleutsch, Chapman & Smith Co., retiring first vice president, presented Frankie Trochim, the retiring

president, with a television set on behalf of the membership.

The membership of the Bakers Club of Chicago Dec. 31, 1949, totaled 563.

—BREAD IS THE STAFF OF LIFE—

H. A. JOHNSON CO. MOVES

NEW YORK—H. A. Johnson Co. has moved its plant and warehouse to 125 MacQuesten Parkway S., Mt. Vernon, which enables the firm to cover the New York area more conveniently.

—BREAD IS THE STAFF OF LIFE—

Midwest Bakers Allied Club Names Harvey G. Rodgers

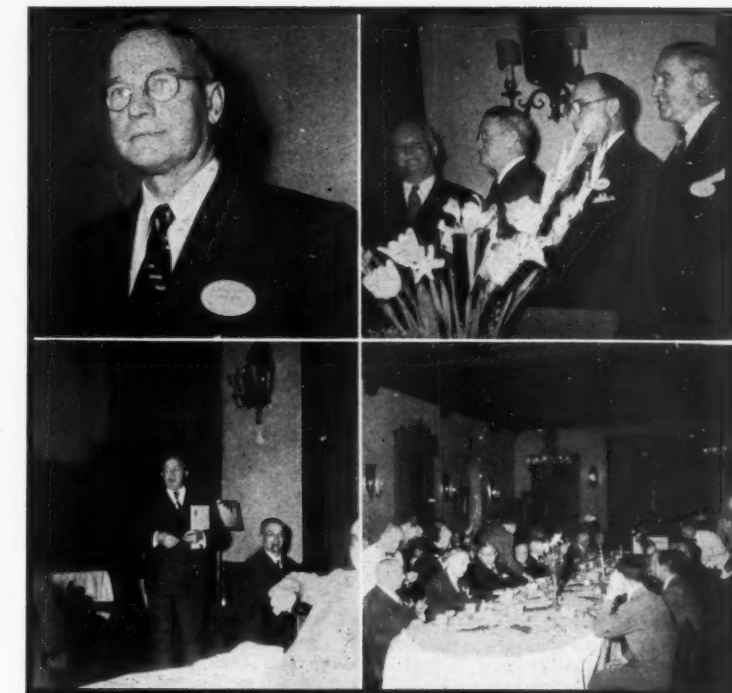
KANSAS CITY—Harvey G. Rodgers of the Rodgers Baking Co., El Dorado, Kansas, was elected president of the Midwest Bakers Allied Club at the annual meeting of the organization Jan. 30. He succeeds Walter J. Kuckenbecker, Red Star Yeast & Products Co., Kansas City, in that position.

Chosen first vice president was Roland W. Selman, Jr., C. J. Patterson Co., Kansas City. G. Lester Jordan, Jordan Baking Co., Topeka, was elected second vice president. George Buford, Flour Mills of America, Inc., Kansas City, was named secretary-treasurer.

Five directors were chosen for a term of three years, as follows: Mr. Kuckenbecker; Harry L. Zimmerman, Emporia (Kansas) Pastry Shop; Eben Porch, Continental Baking Co., Kansas City; Charles Ballew, Marathon Corp., Kansas City, and C. Vernon Yost, Kansas City (Mo.) Bakery Equipment Co.

Directors whose terms continue are William Stoneman, Jr., Panipus Co., Kansas City; W. H. Schneider, W. H. Schneider Co., Kansas City; Edward Tegler, Anheuser-Busch, Inc., Kansas City; James S. Chase, Golden Crust Baking Co., Manhattan, Kansas; E. W. Jones, Meinrath Brokerage Co., Kansas City; H. Trout, Trout's Bakery, Boonville, Mo., and the officers.

Mr. Chase, chairman of the committee which is planning the five-state "Heart of America" bakery con-



VETERANS HONORED—Veteran members of the Bakers Club, Inc., New York, were honored during the recent annual meeting of the group. Some of them are shown in the pictures above, taken at the meeting. At the upper left is Charles E. Larsen, Larsen Baking Co., Brooklyn, who was reelected president of the club. The reelected officers are shown in the picture at the upper right. Left to right they are Frank A. Lyon, secretary; Mr. Larsen; Earl F. Weisbrod, Fleetwood Baking Co., first vice president, and J. U. Lemmon, Jr., Doughnut Corporation of America, second vice president. The picture at the lower left shows M. Lee Marshall, Continental Baking Co., singing to the group following presentation of his 25-year membership certificate. George Getzoff, Standard Flavors Co., New York, is at the piano at Mr. Marshall's left. The picture at the lower right shows the 25-year members' table at the dinner.

vention in Kansas City April 23-25, told the meeting that arrangements were progressing satisfactorily and that the combined annual meetings of the Missouri, Kansas, Nebraska, Oklahoma and Arkansas state bakers' associations will be "one of the outstanding meetings of the year."

—BREAD IS THE STAFF OF LIFE—

OVE MATHISRU RENAMED BY MINNEAPOLIS BAKERS

MINNEAPOLIS—Ove A. Mathisrud, Mathisrud Bake Shop, Minneapolis, was reelected president of the Associated Bakers of Minneapolis at the annual dinner dance and election of the association at the Covered Wagon Cafe here recently.

Paul Storvick, Storvick's Bakery, was renamed vice president and L. C. Reuther, L. C. Reuther Bakery, reelected treasurer. J. M. Long remains as secretary.

—BREAD IS THE STAFF OF LIFE—

FARRAR TILNEY TO REMAIN WITH GENERAL BAKING CO.

NEW YORK—Contrary to previously published reports, Farrar Tilney, vice president and director of purchases of the General Baking Co., New York, has announced that he will remain indefinitely with the company in the same capacity he has occupied for so many years.

—BREAD IS THE STAFF OF LIFE—

JACK O'BRIEN MANAGES SPECIALTY FOODS FIRM

ST. PAUL—The appointment of Jack O'Brien as manager of O'Brien Specialty Foods has been announced by his father, Ray O'Brien. The St. Paul firm serves the baking and candy manufacturing industries.

Charles E. Larsen Reelected Head of Bakers Club, Inc.

NEW YORK—Charles E. Larsen, president of Larsen Baking Co., was reelected to serve a second term as president of the Bakers Club, Inc., at the annual luncheon and business meeting of the group held here Jan. 26.

Other officers reelected at the meeting are: Earl F. Weisbrod, president and treasurer of the Fleetwood Baking Co., Inc., first vice president; J. U. Lemmon, Jr., vice president in charge of sales for Doughnut Corporation of America, second vice president, and Ernest B. Keirstead, treasurer. Frank A. Lyon is secretary of the club.

At the meeting the following members were appointed to the board of directors to serve three-year terms: Benjamin H. Ballard, Riegel Paper Corp.; Robert S. Swanson, S. B. Thomas, Inc.; Russell E. Duvernoy, Duvernoy & Sons, Inc.; Farrar Tilney, General Baking Co.; Raymond F. Kilthau; Hyman Waitzman, Purity Bakeries Service Corp.; Morris Messing, Messing Bakeries, Inc., and Fred Weberpals, H. C. Bohack Co., Inc.

Eugene B. Nicolait, Anheuser-Busch, Inc., was named for a two-year term on the board, filling the vacancy created by the death of Edward G. Broenniman.

C. E. Erickson, C. E. Erickson Co., Inc., Des Moines, Iowa, and O. H. Robinson, Armour & Co., Jersey City, N.J., were elected members at the meeting.



GAVEL CHANGES HANDS—Frankie Trochim (left), P. G. Baking Co., Chicago, is shown turning over the gavel to the man who succeeded him as president of the Bakers Club of Chicago, George Neuman, Neuman Pastry Shops, Chicago. The election of new officers of the club was held at the annual meeting last month. Founders of the club, chartered in 1934, were honored at the meeting.



A. C. Hopkins, Jr.

NEW APPOINTMENT—A. C. Hopkins, Jr., has been appointed assistant manager of the bulk sales department of the American Maize-Products Co., according to an announcement from that company. The appointment of Mr. Hopkins, who was formerly manager of the chemical sales division, was effective immediately.

NEW SERVICE—Swift & Co. has announced the establishment of a new bakery sales and service division in the New England area, effective Feb. 1, under the supervision of T. M. Howard. T. H. Menten, Swift district manager in Boston, said the new unit will headquarter in Boston and



T. M. Howard

will consist of a staff of salesmen and technical sales servicemen devoting full time to baking accounts in all six New England states. A veteran of more than 25 years' service in the baking industry, Mr. Howard has been associated with Swift since 1934. During a previous assignment in New England, he was active in district and local bakery associations and appeared as a speaker at numerous trade meetings throughout the area. He has served as a member of the board of governors of the New England Bakers Assn., was on the executive board of the Bakers Educational Group of New England and is a member of the Bakers Club of Boston.

The council plans to conduct a statewide educational campaign to gain support for the proposed measure.

Minnesota is among the 22 states which does not require enrichment of wheat flour and bread.

SANITATION DISCUSSED BY GEORGE B. WAGNER

NEW YORK—Sanitation problems as applied to the processing of cereal grains for food were discussed by George B. Wagner, director of the department of economic biology, Pillsbury Mills, Inc., Minneapolis, at a joint meeting of the Metropolitan Bakery Production Club, Inc., and the New York section of the American Association of Cereal Chemists held here Jan. 9.

LEWIS SCHUTTS HEADS DALLAS BAKERS CLUB

DALLAS—Lewis Schutts, Morten Milling Co., was elected president of the Greater Dallas Bakers Club at the initial 1950 meeting of the group Jan. 24. Other officers named were: George Kendricks, Dallas Bakery, vice president, and Sam Burns, American Products, secretary-treasurer.

Directors elected included Phil Goldman, Oak Cliff Baking Co.; L. T. Aldridge, Aldridge's Wedding House; Lee Kilgore, K. & M. Kookie Co.; Leo Teeple, Grennan Bakeries; L. D. Mize, Denney, Inc.; H. Lloyd Davis, Standard Brands; Al Addington, Pollock Paper Corp., and E. B. Morris, Morrison Milling Co.

Fred Harris, state senator, gave a talk on the financial situation of the state of Texas. Among the guests

present were Roy Burdett, engineering department of Arlington State College; Paschal Scottino, instructor of the baking school and four of his students; Mel Forwalder, who has recently joined the Dallas branch of Red Star Yeast & Products Co., and Don Addington, Al's son.

BUFFALO BAKERS MEET

BUFFALO, N.Y.—Revision of the constitution relating to election of officers was discussed at the Jan. 18 meeting of the Buffalo Retail Bakers Assn.

CHARLES TAGMAN HEADS WORCESTER RETAILERS

WORCESTER, MASS.—Charles Tagman, Tagman's Bakery, was elected president of the Worcester County Retail Bakers Assn. for 1950 at a recent meeting. Other officers elected included: Russell Hakenson, Trumble Square Bakery, vice president; George Toupin, Toupin's Bakery, treasurer, and Al Phelan, Anheuser-Busch, Inc., secretary.

J. R. HENDERSON APPOINTED BY PILLSBURY MILLS, INC.

MINNEAPOLIS—J. R. Henderson has been appointed special Minneapolis representative of Pillsbury Mills, Inc., bakery products sales in the southeast area, it has been announced by Harvey J. Patterson, vice president in the flour milling division of Pillsbury Mills.

Thomas S. Holland, formerly assistant to the district manager, has been appointed manager of southeast district, bakery products sales, with headquarters in Atlanta. Both appointments were effective Jan. 1.

Mr. Henderson started working for Pillsbury in 1919, when he was employed as a bakery products salesman in Jacksonville. He was made branch manager at Atlanta in 1929 and southeast regional manager in October, 1941.

Mr. Holland began working for Pillsbury in 1936 as a bakery products salesman in Atlanta. In 1941 he was transferred to Philadelphia, and in 1944 he came back to Atlanta. He was made branch manager at Richmond in September, 1946, and was assistant to the district manager at Atlanta from February, 1949, until the present time.



J. R. Henderson

Henry Edson Named President of Vermont Bakers

BARRE, VT.—Henry Edson, president of the Corner Food Shop, West Lebanon, Vt., was elected president of the Vermont Bakers Assn. at its annual convention here Jan. 18-19. Other officers elected were Karns Gilbert, Goddard Bakery, Claremont, Vt., vice president; Gabriel Trahan, Swanton Bakery, Swanton, Vt., retail vice president; Jack Hartman, General Mills, Inc., Burlington, Vt., secretary and John Sheldon, Federal Mill, Inc., Woodsville, Vt., treasurer.

Speakers at the convention included Robert Hood, Burlington, a member of the U.S. Department of Health, who spoke about bakery sanitation. He mentioned the need for personal cleanliness as well as sanitary conditions in all parts of the shop.

The spring meeting of the association will be held at Claremont, N.H., May 10-11.

NAMED ACTING MANAGER

MILWAUKEE—Donald Raabe has been named acting manager of the Milwaukee branch of National Yeast Corp., following the resignation of Arnold F. Boettcher, who resigned Feb. 1 after serving 15 years in the post. Mr. Boettcher joined International Milling Co.

PETROWSKIS BUY CONTROL OF BAKERY DISPLAY FIRM

WAUSAU, WIS.—Edwin J. Petrowski and his son, Edwin, Jr., have acquired 51% of the capital stock of Utility Bakery Display Co., Elwood, Ind., and will establish the firm's headquarters here. The company is capitalized at \$110,000 and employs 162 persons at its Elwood plant. The senior Mr. Petrowski is president and the junior is secretary-treasurer.

Mr. Petrowski, Sr., is proprietor of Land-O-Lakes Bakers here.

The display company manufactures wire racks for the display of merchandise, primarily bakery specialties. One of these holds as many as 25 of the 12-roll packages. Each package is prominently displayed on the rack and is attached to it by a clip.

10 MEN GRADUATE FROM DUNWOODY BAKING SCHOOL

MINNEAPOLIS—The following men finished their courses in the Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis, Jan. 13: Frank Butz, Jamestown, Pa.; Ronald B. Tormollan, Baltimore, Md.; Norman Laflamme, Laconia, N.H.; Alan Freedman, Swampscott, Mass.; Isaac Berman, Jerusalem, Israel; Richard Strauss, Chicago; Jean Anderson, Scotland, S.D. John Miles, Boone, Iowa; Eldon Haywood, De Peu, Ill., and Charles M. Naxera, Cedar Rapids, Iowa.

"SPORTS NIGHT" HELD BY PHILADELPHIA BAKERS CLUB

PHILADELPHIA—The third annual "sports night" of the Philadelphia Bakers Club last week was featured by "most valuable player" awards to John "Bull" Schweder, all-American guard on the University of

Virginia Bakers Council Reelects Slate of Officers

RICHMOND—Claude O. Skelton, Sta-Kleen Bakeries, Lynchburg, was reelected to serve a second term as president of the Virginia Bakers Council at the annual meeting of the group held here Jan. 11. Other officers, all reelected, are:

L. E. Duncan, Merchants Bakery, Inc., Norfolk, vice president; Robert N. Winfree, Lynchburg (Va.) Steam Bakery, secretary-treasurer, and Harold K. Wilder, Richmond, executive secretary.

The board of directors, elected in 1948 for a three-year term, continues.

Plans for the council's program for the coming year were discussed at the meeting and affirmative action was taken on a wide variety of council activities.

MINNESOTA GROUP PLANS FLOUR ENRICHMENT AID

MINNEAPOLIS—The Minnesota Nutrition Council voted Jan. 23 to sponsor a bill to be introduced at the 1951 session of the Minnesota legislature which would provide for enrichment of all wheat flour and bread sold in the state.

Mrs. Clara Oberg, Ramsey County 4-H Club leader, is chairman of the council which includes in its membership representatives of women's clubs, dietetics associations, and other organizations primarily interested in health and nutrition.

Pennsylvania football team, and Abisha "Bosh" Pritchard, backfield ace of the Philadelphia Eagles professional team.

Mack Freedman, chairman of the banquet committee, presented the award to Mr. Schweder, while Herb Miller, president of the club, made the presentation to Mr. Pritchard at the affair held at the Penn-Sheraton Hotel.

George Munger, head gridiron coach at Penn, was the principal speaker of the evening and told the assemblage that his eleven would do its best in 1950 under the stimulus of the new award.

Others who addressed the gathering of bakers included Reds Bagnell, newly elected captain of the University eleven; Ed Hunter, college publicity director; Al Wistert, Eagles' captain, and Poss Miller, father-in-law of Mr. Pritchard and captain of the 1922 Penn football team.

Toastmaster duties were handled by Joseph Labrum, assistant commissioner of the National Professional Football League.

—BREAD IS THE STAFF OF LIFE—

C. JESSE POPKY ELECTED BY VICTORY METAL FIRM

PHILADELPHIA—C. Jesse Popky has been named general sales manager of all divisions of Victory Metal Mfg. Corp., Philadelphia, as the initial move in a nationwide expansion program, according to a recent announcement by A. Raymond, president of the corporation. In the announcement he noted that the firm has added a new line of all-metal constructed refrigerated cases, under the brand name "Sta-Kold." Mr. Popky is a member of the American Society of Refrigeration Engineers and has been associated with the industry for 22 years.

—BREAD IS THE STAFF OF LIFE—

OTTO L. BERGT HEADS CHICAGO RETAIL BAKERS

CHICAGO—Otto L. Bergt, Metz Bakery, was elected president of the Associated Retail Bakers of Greater Chicago at the annual meeting of the group Jan. 4. Other officers named include: George Krubert, first vice president; John Bolchert, second vice president; John L. Moroff, third vice president, and Oscar W. Renberg, fourth vice president. Executive secretary of the group is Charles Oswald. Bernhardt E. Nehls is treasurer and Henry Topp is field secretary.

—BREAD IS THE STAFF OF LIFE—

INTERNATIONAL NAMES THREE NEW OFFICERS

MINNEAPOLIS—Three new corporate vice presidents of the International Milling Co., Minneapolis, were named by the board of directors at the company's annual stockholders' meeting Jan. 10. They are: John Tatum, general sales manager for all U.S. domestic sales; Gordon H. Clark, director of production, and W. G. McLaughlin, division manager at New York City.

—BREAD IS THE STAFF OF LIFE—

WALTER DESSER HEADS MICHIGAN BAKERS ASSN.

DETROIT—Walter Desser, president of Mama Cookie Bakeries, Detroit, was elected president of the Michigan Bakers Assn. recently. He succeeds Everett Wilshire, Michigan Bakeries, Inc., Grand Rapids.

Mr. Desser purchased Mama

Cookie Bakeries 15 years ago. He has been active in the Detroit and Michigan bakers' associations since then.

—BREAD IS THE STAFF OF LIFE—

NEW DUNWOODY STUDENTS

MINNEAPOLIS—Sixteen new students were enrolled at the Dunwoody Baking School during January, according to a recent announcement by A. J. Vander Voort, head of the school.

Ohio Bakers

(Continued from page 71)

er new items. Above all, Mr. Pfrommer urged the delegation to try "new things" even if the results were not always exactly what they hoped they would be.

"Put something different in the window, just to arouse the curiosity of the housewives; you will find that the idea will work," Mr. Pfrommer said.

Brown 'n Serve Discussed

Other pointers of a technical nature were given by T. R. Freer, General Mills, Inc. Mr. Freer spoke on the new Brown 'n Serve items recently introduced to the baking industry by General Mills, Inc.

According to Mr. Freer, the Brown 'n Serve products provide the answer to maximum freshness for the table. The quality of the Brown 'n Serve process, Mr. Freer said, is derived from the reduced oven temperature. He stressed proper conditioning of the dough, proper balance between formula, fermentation, baking time and temperature.

Following Mr. Freer's talk, Brown 'n Serve Danish products were distributed.

Preceding Mr. Freer on the afternoon program Jan. 17, were Ed Wimmer, vice president of the National Federation of Independent Business, Inc., and Philip A. Grau, Red Star Yeast & Products Co.

Mr. Grau spoke about organization values for the small business man and Mr. Wimmer pleaded against permitting the "big" groups from displacing the small businesses.

"Today we need organizations more than ever before to help solve the common problems," Mr. Grau said.

Mr. Wimmer pointed out that "capitalism" means widespread ownership, not ownership by "chains"

"The small businessman must be assured a place in this country if we want our children to carry on as businessmen in their own way," Mr. Wimmer said.

A final feature of the convention was the election of a "bakery" queen. This honor went to Betty Hammond, 16, a clerk of the Kaase Bakery, Lakewood branch. Pictures of the queen made the three Cleveland papers and resulted in considerable publicity for the group.

—BREAD IS THE STAFF OF LIFE—

EARL GEHRING ELECTED BY CLEVELAND BAKERS

CLEVELAND—Earl Gehring was elected president of the Associated Retail Bakers of Greater Cleveland at the annual meeting of the group Jan. 10.

Other officers elected included: Leo Palda, vice president; James Horejci, treasurer, and Jonas Klein, corresponding secretary. Newton Davis was reelected secretary. Mel Burns, Red Star Yeast & Products Co., and John Houska, Lever Bros. Co., were elected to the board of directors.

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Advertisements in this department are 10¢ per word; minimum charge, \$2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for \$4 per word, \$1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$4 per inch per insertion. All Want Ads cash with order.

HELP WANTED

A YOUNG MAN WITH TRAINING in cereal chemistry and experience with cereal production to supervise quality inspection, standards, specifications, plant sanitation and liaison between production and control laboratory in large cereal and mixed feed plant. Address 629, The American Baker, Minneapolis 2, Minn.

SITUATIONS WANTED

BAKERY SERVICE MAN
Bakery service representative with a number of years' experience in bakery service work, seeks a change. Have had technical education and experience. Also capable of supervising mill laboratory work. Can furnish excellent references. Location optional. Address 630, The American Baker, 166 W. Jackson Blvd., Chicago 4, Ill.

EQUIPMENT FOR SALE

PETERSEN EC-TRI-FLEX OVEN, GAS fired, scarcely used. Ten shelves, 110x26. Selling because department discontinued. Emrich Baking Co., 2603 Bloomington Ave. S., Minneapolis, Minn.

MACHINERY WANTED

WANTED—ONE COMPLETE STONE MILL new or used. If have, advise size, cost and f.o.b. point. Address 640, The American Baker, Minneapolis 2, Minn.

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THE AMERICAN BAKER

Quality Stressed at Wisconsin Bakers' Meetings

MILWAUKEE—Importance of quality, nutrition and eye-appeal qualities in bakery goods was highlighted by speakers and demonstrators who participated in the four regional meetings conducted by the Wisconsin Bakers Assn. during January at Eau Claire, Wausau, Appleton and Madison. An estimated 400 retail and wholesale bakers from within the area of these four cities attended the meetings, with adverse weather holding down attendance materially for the Eau Claire and Wausau meetings.

Basically, programs for all four meetings were the same and included discussions by a state tax expert on the tax situation locally, statewide and nationally, as affecting the baking industry; a review of the accident, health and life insurance program which the Wisconsin association now has made available for all of its members and their employees, and a panel discussion on production with the "experts" illustrating their various points by exhibiting and discussing bakery products they made up especially for each meeting.

Before and after the meeting sessions, the bakery goods were on display for inspection and sampling.

At the conclusion of each of the four meetings, members of the Wisconsin Flour & Bakers Allied Trades Assn. were hosts to the bakers at a cocktail hour.

Chairman of the production panel discussions was A. J. Vander Voort, technical editor of The American Baker and head of the Dunwoody Baking School, Minneapolis.

Art Forsman, Red Star Yeast & Products Co., Milwaukee, covered "Variety Bread and Rolls," noting that bread was "basic" in the baking industry, and that through variations and "specialties" in this field, the baker could readily step up his unit volume and resulting dollar volume.

Paul Busse, Anheuser-Busch, Inc., Chicago, pointed to the advantages present day bakers have over the

"old timers" both through improved and highly mechanized machinery and equipment, as well as the greatly improved and wide variety of ingredients with which to turn out "quality products that appeal to the exacting tastes of the present day customers."

Charles Keeney, Procter & Gamble, Chicago, spoke on "Cakes and Icings" and also pointed to the importance of eye appeal in bakery goods, illustrating his points with displays of decorated and undecorated cakes, cupcakes and other bakery goods.

Paul Pfrommer, Durkee Famous Foods, Chicago, also stressed the importance of eye appeal and "newness" in bakery products to hold and build sales volume, further stressing also the need for quality goods. He covered such bakery goods as Danish pastry, and unusual designs and shapes which bakers can develop to attract customer attention.

Karl Barthel, National Grain Yeast Corp., Chicago, appeared on the production panel at the Appleton meeting, discussing a variety of Danish rolls and coffee cakes, fillings and toppings.

Jack Silva, American Dry Milk Institute, Chicago, discussed the importance of milk in bread and bakery goods, and presented some technical data to assist bakers in stepping up to "at least 6% milk solids" in their breads.

A colored motion picture on cake decorating developed by Standard Brands, Inc., was shown by Joseph Hayden, Milwaukee branch manager for Standard Brands.

Meeting chairmen included Fred Laufenburg, Milwaukee, state secretary; William McIntyre, Tender-Krust Bakery, Eau Claire; Maurice Maloney, Bohemian Baking Co., Green Bay, and Ryder Strand, Strand Bakery, Madison.

—BREAD IS THE STAFF OF LIFE—

LLOYD KOLBY REELECTED BY ST. PAUL ASSOCIATION

ST. PAUL—Lloyd Kolby, Kolby Bakemasters, Inc., was reelected president of the Associated Retail Bakers of St. Paul at the annual meeting and dinner-dance of the group held at Ramaley's Hall Jan. 21. More than 100 bakers, allied tradesmen and their wives attended.

Other officers reelected included: Hugo Schuh, Dutch Bakery, vice president; Adolph Neuberger, Fairview Bakery, treasurer; Clarence Duren, Nancy Ann Bakery, financial secretary, and J. M. Long, recording secretary.

—BREAD IS THE STAFF OF LIFE—

SUNSHINE PAYS \$1

NEW YORK—Sunshine Biscuits, Inc., has declared a dividend of \$1 payable Feb. 1 to stockholders of record Jan. 17. In 1949 the company paid 75¢ each in February and May, \$1 in August and \$1.25 in November.

Committees Set for Rocky Mountain Bakers' Convention

DENVER—E. W. Schmitt, Bender's Bakery, Denver, president of the Rocky Mountain Bakers Assn., has announced committees for the annual convention of the organization at the Albany Hotel here June 4. Committee membership is as follows:

Program—C. J. Downing, Old Homestead Bread Co., Denver, chairman; Harold Carpenter, American Lady Bakers, Denver; Arthur Vos, Jr., Mackle's Baking Co., Denver; Harry Liggett, Industrial Laboratories, Denver, and William Pettus, Idea Bakery, Rawlins, Wyo.

Finance—Glenn Swain, Old Homestead Bread, Denver, chairman; Stanley Self, Standard Brands, Denver; Fred Linsenmaier, Linsenmaier Bakery Sales, Denver, and Harold Hurd, Mrs. Hurd's Bakery, Denver.

Publicity—Charles Love, Rhodes Ranch Egg Co., Denver, chairman; Harold Coy, Knoebel Mercantile Co., Denver; James Holmes, Jr., Western Bakers Supply Co., Denver; Harry Schleicher, Schleicher's Bakery, Cheyenne, Wyo., and Jack Todhunter, L. J. Todhunter Co., Denver.

Cocktail party—Fred Linsenmaier, chairman; Bob Ferril, Anheuser-Busch, Denver; Fred Voss, Voss Bros. Bakery, Denver; Clarence Gaughman, Robin Hood Bake Shoppe, Denver, and Charles Love.

Entertainment—Gus Kesselring, Jr., Gus Bake Shop, Denver, chairman; Orril Newcomb, Newcomb's Bakery, Denver; W. J. Allingham, Mary Ann Bakery, Denver, and Robert Panneton, Red Star Yeast Co., Denver.

Arrangements—Ted Kunde, Western Bakers Supply Co., Denver, chairman; Fred Linsenmaier, J. R. Jacobson, Kilpatrick Bakery, Denver, and John Lull, S. Gumpert Co., Denver.

Nominations—Charles Kendall, Marx Baking Co., Lamar, Colo., chairman; Tim Campbell, Sally Ann Bread Co., Grand Junction, Colo.; Rush Harris, Colorado Milling & Elevator Co., Denver; I. Z. Ettenson, Kilpatrick Bakery, Denver, and R. S. McIlvaine, Rainbo Bread Co., Denver.

Hotel reservations—Charles Love, chairman; James Holmes, Sr., Western Bakers Supply Co., Denver, and L. J. Todhunter, L. J. Todhunter Co., Denver.

Ladies auxiliary—Mrs. Arthur Vos, Jr., Mrs. Jack Jacobson, Mrs. Orril Newcomb, Mrs. Charles Love, Mrs. E. W. Schmitt, Mrs. Fred Linsenmaier, Mrs. Harold Carpenter, Mrs. W. J. Allingham and Mrs. Carrie Herring.

Retail bakery convention display—Robert Panneton, chairman; Stanley Self and Bob Ferril.

—BREAD IS THE STAFF OF LIFE—

BAKING STUDENTS GUESTS OF THE AMERICAN BAKER

MINNEAPOLIS—The students and staff of the Dunwoody Baking School were entertained by The American Baker at two luncheons, the first Jan. 18 and the second Jan. 25. The affairs were held in the clubrooms of the home office of the publication. The students were told of the procedure in publishing business papers and later toured the printing plant where The American Baker and its associated publications are produced.

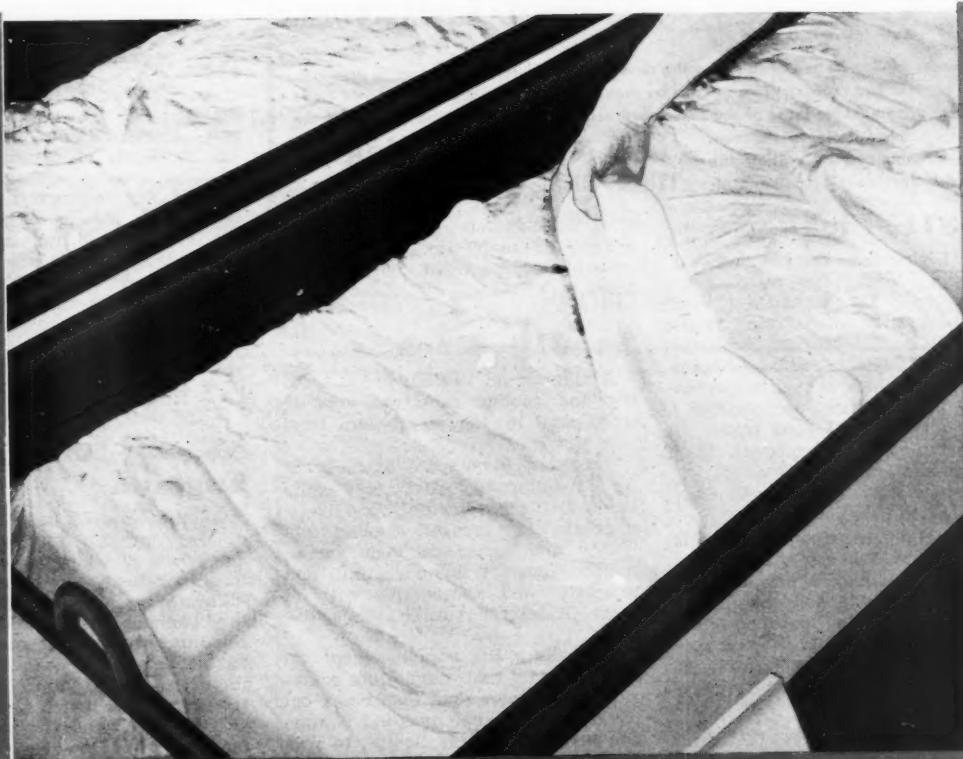
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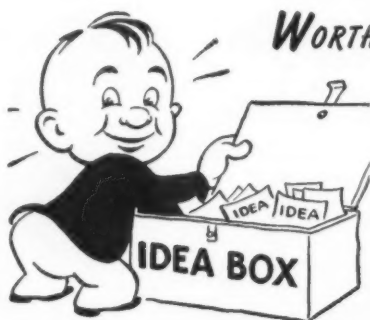
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The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 311—Cleaner

The Livingston Engineering Co., Worcester, Mass., for many years manufacturer of automatic electric steam boilers, is now offering to the baking and food processing industries its new Speedylelectric JC-30 Steam-Jet Cleaner, which is said to aid materially in cleanliness and sanitation around all types of food plants. It is a portable steam-detergent cleaning unit that can be operated during regular working hours without annoyance to personnel.

The unit operates on a principle new to steam cleaners, utilizing dry, high pressure steam which is generated in the boiler by solid metal electrodes, thus reducing maintenance to a minimum. The unit is used on such jobs as cleaning racks, pans, pots, mixers and various other types of processing equipment.

No. 312—Tax Guide

The latest Treasury Department rulings affecting retail taxes have been analyzed and incorporated into the 1950 edition of Fairchild's Income Tax Guide for Retailers, issued by Fairchild Publications, Inc.

In this sixth annual edition, retailers will find interpretations of all the tax laws affecting retail operations—whether individuals, partnerships or corporations—completely brought up to date with detailed information on all of the tax regulations instituted during the past year.

A monthly tax calendar shows retailers how their year-round operations influence the tax picture, thereby enabling them to save unnecessary tax payments in the day-to-day conduct of their businesses.

The 1950 edition of Fairchild's Income Tax Guide for Retailers, priced at \$3 a copy, is said to clarify puzzling tax questions, makes filing easier and offers 50 tax-saving tips to prevent overpayment on 1949 returns.

No. 310—Rack

A magnesium 10-shelf bread proofing and cooling rack was recently introduced by the Magnesium Products Corp.

According to company officials, major characteristics of the new equipment are: light weight, all riveted construction, greater cooling efficiency and easier on floor surface maintenance. It is nonrusting, non-magnetic and nonreactive with almost all detergents and alkalis, they state.

In making the announcement the company said that magnesium is considerably lighter than aluminum, oak wood or steel and, in equal volume, the strength is comparable to mild steel.

No. 38—Enclosures

The Bennett Manufacturing Co., Albany, N.Y., has announced a new line of garbage can enclosures. These twin, heavy-duty steel enclosures are designed especially for outdoor storage of two garbage cans, up to 30 gal. each, to protect the garbage from dogs, cats, rodents and insects. The enclosures are strongly constructed, both for long usage and to prevent moisture from seeping into them. Corrosion resisting steel is used throughout, except for the feet of the enclosures. The entire enclosure is all-welded construction.

No. 37—Book

The new second edition of Industrial Microbiology has been published by the McGraw-Hill Book Co. Au-

thored by Samuel Cate Prescott and Cecil Gordon Dunn, both of the Massachusetts Institute of Technology, the 1949 edition is a thorough revision of the original 1940 text and includes the latest available data on production statistics, fermentation products, etc. Special emphasis has been given to methods of cultivating media and methods and to literature references.

Five new chapters have been added in the revision which has increased the book about 50% in volume. Price of the book is \$8.50.

No. 39—Swiss Goods

An English translation has been published of a Swiss reference book and compilation of formulas for making all kinds of continental cakes, pastries, sweets and chocolates of high quality. "Swiss Bakery and Confectionery" has been translated by Walter Bachman, managing director of the West End Fancy Bakery Co., Ltd., London. The 300-page work is said to deal comprehensively with every stage from raw materials to the finished article. The book is illustrated, with 32 plates in color. The price in the U.S. and Canada is \$9.

No. 36—Baking in England

At the time of the 25th meeting of the American Society of Bakery Engineers in Chicago, one of those who took part was a member from Manchester, England, John A. Snelling, Thomas Hedley & Co., Ltd. Mr. Snelling works in connection with bakery service on behalf of a manufacturer of shortening. He described the difficulties which British bakers still have with restrictions of various kinds and told his fellow members something of conditions in the baking industry in Great Britain at the time of his talk.

The paper which Mr. Snelling gave at that time has been released to the ASBE membership in the form of a 6-page bulletin. It covers the general food picture in Great Britain and the viewpoint of the consumer. The availability of the principal ingredients used by bakers in England, including fat, eggs, sugar, milk and various products which were manufactured to substitute for the staple

"David Harum"
Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS**

*Milled for Perfection
—Not Priced*

*"Laboratory Tested
For Fine Baking"*

**Lexington Mill
& Elevator Co.**
LEXINGTON, NEBRASKA
SINCE 1884

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Selfrising
OTTAWA KANSAS

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.

The American Baker

118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 32—Bread Brands	No. 38—Enclosures	No. 311—Cleaner
No. 34—Sales Folder	No. 39—Swiss Goods	No. 312—Tax Guide
No. 36—Baking	No. 310—Rack	No. 315—Pamphlet
No. 37—Book		

NAME

COMPANY

ADDRESS

introducing . . .

**"twin beds
with privacy"** **\$3⁹⁵**

for folks who like per person
their own way

by

Ernest Boring
Frank Boring

only at

hotel sherman

home of Tommy Bartlett's "Welcome Travelers"

chicago

ingredients not available. He also discussed a long extraction flour known as National Flour and bread rationing.

There is also a brief reference to the controls governing the selling price of the product.

A copy of the 6-page paper may be obtained on request of the secretary, Victor E. Marx, Room 1354, La-Salle-Wacker Bldg., Chicago 1, Ill., if a 6¢ stamped, addressed long envelope is enclosed.

No. 34—Sales Folder

A new folder introduced at the recent Baking Industry Exposition at Atlantic City is now being offered free to bakers and their suppliers by the Meyercord Co. The folder, called "Boost Bakery Sales," explains how to take advantage of free space for more advertising coverage, and increase sales through the effective use of decalcomania window signs, valances, spot decals, truck identification panels and lettering, and novelty "give-aways."

No. 32—Bread Brands

E. J. Sperry Industrial Publications, 244 E. Pearson, Chicago 11, Ill., has released a treatise on copyrights, design patents, and trade marks as they affect the advertising, sales and distribution of bread. E. J. Sperry is the author of the 194-page book, along with Jack A. Cohen, attorney.

The book is the only one available to the baking industry, it is pointed out, covering all phases of the design and copyright phase of the industry. Actual court decisions of interest to bakers are included, as is a complete index.

No. 315—Pamphlet

The U.S. Department of Commerce has issued a Business Information Service pamphlet listing basic sources for information concerning bakery products.

Described in the pamphlet are government publications, nongovernmental publications, trade journals and directories which are of value to those interested in research on the baking industry. The national organizations serving the baking industry are also listed with their addresses.

Copies of the pamphlet are available free from field offices of the U.S. Department of Commerce or from the Washington headquarters of the department.

CHIC PATTERNS for SLICK CHICKS

MENTE DAINTY PRINTS INCREASE YOUR SALES!

Smart housewives like these fresh, well-styled patterns for all sorts of personal and household use. . . . They make durable, attractive bags for flour and feed. . . . With easy-to-remove labels put on with special adhesives, they build repeat business and assure satisfied customers. . . .

WRITE, WIRE OR PHONE FOR LATEST QUOTATIONS

MENTE & CO., Inc.

Isaac T. Rhea, Pres.

SAVANNAH

NEW ORLEANS

HOUSTON

Dept. H-3



"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

"Sweet Cream"

"Very Best"

Quality Flours

W. J. JENNISON CO.

MINNEAPOLIS, MINN.



PRESTON SHAFER MILLING Co.

MERCHANT MILLERS

ESTABLISHED 1865

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard Spring Patents

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General Offices: WALLA WALLA, WASHINGTON

Mills at Wabburg, Washington, Freewater, Oregon, and Athena, Oregon

Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

WESTERN MILLING Co.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR
MILLS CO.
Arkansas City, Kansas

THE HIGGINSVILLE
FLOUR MILL
Higginville, Missouri

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs

FAMILY • BAKERS • CRACKERS • CAKE

SUNNY KANSAS



Sunny Kansas is completely co-ordinated to give smooth baking results. The co-ordination comes in the exact dovetailing of expert wheat selection, skillful milling and watchful laboratory control. The product of this co-ordination is the kind of flour that puts an end to production troubles in the bakery.

WICHITA FLOUR MILLS COMPANY
WICHITA, KANSAS
5,000 SACKS CAPACITY

Cable Address, "Sentinel"

GRIST OF GRINS



A Scotsman not feeling so well called on the doctor, who looked him over and gave him some pills to be taken at bedtime. Whiskey was also prescribed, a small glass to be taken before each meal.

Four days later the patient called on the doctor, stating he was feeling no better.

"Have you taken the medicine exactly as I instructed?" the doctor inquired.

"Well, doctor," replied the patient, "I may be a wee bit behind wi' the pills, but I am six weeks ahead wi' the whiskey."

At a recent sales meeting the boys were each given one pair of nylons. As the last pair was handed out, the man in charge said, "and now we would like to remind you that cards announcing the distribution of these nylons have been sent to your wives."

The orchestra leader said to the violinist, "Did you hear what happened to our cornet player? Mrs. Jones invited him to her home. Her husband was out of town but he returned unexpectedly, and hit him with a knife right in the back."

"So what?" the violinist replied. "It could be worse."

"Wait a minute. He then knocked out his teeth, cut his eyes, broke his jaw, broke both legs and shot five bullets into him."

"It could be worse," repeated the violinist.

"What do you mean? Cuts him with a knife, tears out his teeth, knocks out his eyes, breaks his legs and you say it could be worse?"

"Yes. I was there the night before."

A story reaches us of a fellow who fell behind on his installments on a new television set. Every passing

week brought a dunning letter—each more heated than the last. Finally in desperation came the coup de grace written to appeal to the man's sense of shame. "What," said the letter, "would your neighbors think if we came and took away your television set?" The response so far has stumped the finance "experts." Wrote the delinquent, "I took the matter up with my neighbors and they think it would be a very lousy trick."

Good Sam never hurt anybody. He was sweet, gentle, and obedient to his wife. He was such a good guy that it seemed strange such a terrible thing was about to happen to him. He asked his wife about it. "Dear, how long is your mother going to stay with us?"

"Just as long as you want her to, honey," his wife replied.

"Oh, just passing through, eh?"

One evening my four-year-old son bumped into a table and knocked off a lamp, breaking it in a dozen pieces. He stood there speechless, tears starting to form. "Never mind, David," said his mother, coming in from the kitchen, "it was an accident."

She picked up the pieces, kissed David and went back to the kitchen. I buried myself in my paper. A few minutes later Davey spoke: "You know something, Daddy?" He was watching his mother with a look of worship in his eyes. "We're in love with the same woman."

Bill: "Economists say our currency should be made more elastic."

George: "How about making it a little more adhesive, too?"

A man found his expenses exceeding his income. He was getting 65¢ an hour and he figured he needed 75¢. Mustering up his courage he approached his foreman, "Boss," he said, "I've just got to have 75¢ an hour or else."

"Or else what?" the boss said beligerently.

Sensing futility, the quick-witted fellow replied, "Or else I keeps on workin' for 65¢."

He: "I bet I know what you're thinking about."

She: "Well, you don't act like it."

Page's

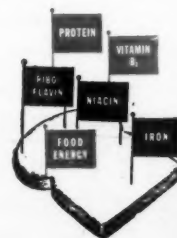
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MILLS LOCATED AT TOPEKA, KANSAS



FLOUR

Be Happy with Page's "Four-Way Assurance" of good baking. Choice wheats for Page's flours are drawn from the best of Kansas, Oklahoma, Nebraska and Colorado.



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PAGE US FOR FINE FLOUR

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MILLED FROM
High Protein Spring Wheat



**FOR CONSISTENTLY
BETTER LOAVES**

**Aged
and
Aerated**



KING MIDAS FLOUR

Pv

Home of Bakers Club of Chicago



Pictures, Courtesy Club Management

CLUBROOMS—Three views of the clubrooms of the Bakers Club of Chicago are shown above, as presented with an article about the club in a recent issue of *Club Management*, the national trade monthly of the Club Manager's Association of America. At the left is shown a partial view of the main

dining room of the club, which is located in the Hotel Sherman. In the center is shown a partial view of the industry dining room, while on the right is the manager's office, the lounge and library. The pictures appear through the courtesy of Club Management.

Bakers Club of Chicago

(Continued from page 56)

industry—actively engaged in the baking field, or representing any of the many allied firms serving the industry—consider it a "must" to visit and spend some time at the club whenever they visit that city. The daily club attendance register shows visitors from all sections of the country, and the three dining rooms are

generally well filled during the luncheon hour.

Many other industries have investigated and studied the set-up of this club and several other industry clubs have followed this pattern. The pictures shown will give some idea of the permanent club quarters maintained in the Sherman Hotel in the heart of Chicago. Within these walls, lasting friendships are formed and new ideas are brought into focus, thus contributing to the progress of the industry, and to the benefit of the individual members.

Manager Employed

Early in 1943 it became apparent to the board of directors that they must employ a club manager who understood the problems of the industry and as well have initiative and fore-

sight to build and expand the club's operations. The policy of the club, making it for men exclusively, was taken into consideration and the board of directors voted to employ Louise K. Buell, formerly associated with the American Bakers Assn. Her past years of experience with this organization gave her an excellent background, fitting her for this position.

Appreciating the challenge and opportunity, after careful diagnosis of conditions, Mrs. Buell started immediately putting into effect a simple but sound and efficient system of office management, insuring the proper and prompt coordination between the club's plans and activities, to its committee chairman, officers, directors and members.

She possesses the equipoise of a well-balanced mind, the equilibrium of faculties well and evenly ordered, combined with an elevation of purpose and sincere devotion. Her outstanding leadership, progressiveness and the knack of getting things done, stamps her as one of the most capable club managers of today.

The 11-word slogan used to quickly describe the club's function is most appropriate—"An international industry club for the betterment of the baking industry."

The Bakers Club of Chicago became the largest industry club because of the sound planning and thinking that the officers, directors, committee members and staff have put into their respective assignments.

—BREAD IS THE STAFF OF LIFE—
LANGENDORF ELECTS

SAN FRANCISCO — Langendorf United Bakeries recently increased

the number of its directors from five to seven, and elected A. J. Bruch executive vice president and director.

—BREAD IS THE STAFF OF LIFE—

A. M. HILLNER MOVES TO COAST FOR PANIPLUS CO.

KANSAS CITY—A. M. Hillner, who is completing his 20th year with the Paniplus Co., Kansas City, is now representing that company on the Pacific Coast, according to an announcement by William Stoneman, Jr., president. Mr. and Mrs. Hillner and their daughter, Kay, have recently moved to San Jose, Cal., and are located at 1681 The Alameda.

Prior to 1941, Mr. Hillner represented Paniplus in the Middle West, the Southwest and the Southeast. During the war, he spent much of his time in Kansas City, directing Paniplus advertising. He is one of the 13 charter members of the Midwest Bakers-Allied Club, Kansas City, serving that organization as its secretary-treasurer for the first two years.

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

KING'S FLOURS

are Made in Minnesota ... and Nowhere Else

MINNESOTA ... the state that has made MORE FLOUR than any other state in the Union.

MINNESOTA ... the state that makes the BEST FLOUR in the world.

Buy flour that is guaranteed "Made in Minnesota"

H. H. KING FLOUR MILLS COMPANY
MINNEAPOLIS, MINNESOTA

FAMILY PATENTS

White Crest Red Crest

Cake and Pastry Flours

J. C. L.

Sponge Cracker Flour

The J. C. Lysle Milling Company
Leavenworth, Kansas

After all!

"THERE IS NO
SUBSTITUTE
FOR QUALITY"

*There Is Nothing Uncertain
About*

BAY STATE FLOURS

milled from Guaranteed Hard Spring Wheat

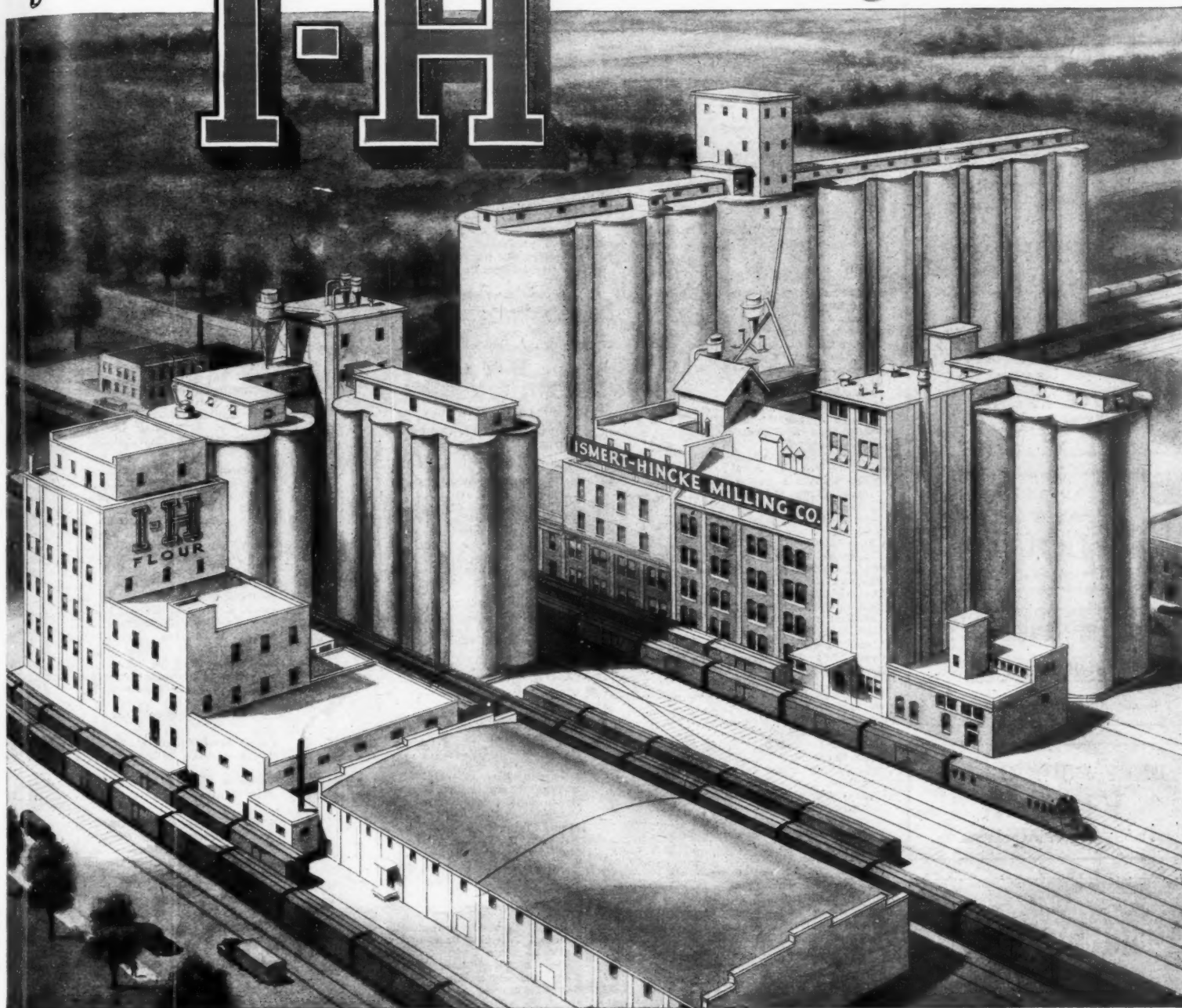
They are flours that will produce a class of bakery goods
not of average—but of

Excellent Quality

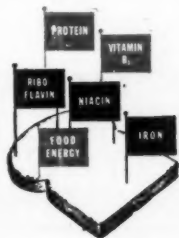
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MANUFACTURERS OF
HARD SPRING WHEAT & RYE FLOURS
WINONA, MINNESOTA

If it's **I-H** milled - it's "good" Flour!



MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



Advertising Boosts Sales
Don't Neglect the Opportunity to Tie-in With
the Millers' National Advertising Program

QUALITY-wise bakers—many of them—have learned that I-H flours can be a powerful help to better bread quality. There is no magic in this. Simply that I-H products are milled by master craftsmen from the finest, selected wheats, chosen for their better baking qualities. Naturally, such sound and sincere milling practice will show up in bread—the finished product.

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KANSAS CITY, MO.

J. H. BLAKE FLOUR

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Highest Class Mills and Buyers

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FLOUR BROKER

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FLOUR

The Bourse PHILADELPHIA, PA.

Quality Flour for Every Need

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... In ...
THE NORTHWESTERN MILLER

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GOLD MEDAL**

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